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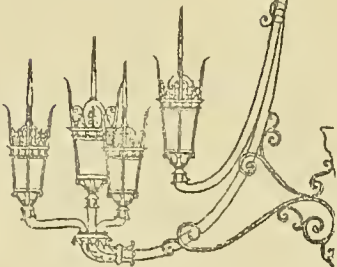
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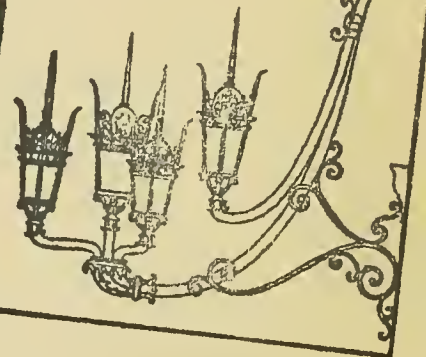
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**ECONOMIC ANALYSIS OF WEST BOSTON**

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submitted:

Metropolitan Environment and  
Organizational Response  
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## ECONOMIC ANALYSIS OF WEST BOSTON

### PRECIS

#### Statement of Purpose

The following objectives were the guideposts in the preparation of this study:

1. A description of human resources, capital investment, and environmental quality in West Boston.
2. Analysis of the dynamic relationships among these three factors and the economic environment which they generate.
3. A determination of the critical activities for economic well-being in West Boston, now and in the future.

#### Analytical Model

To give focus to our work we designed a descriptive model for economic analysis. The basis of our model is the following quote from Louis Wirth, a leading American urbanologist:

The dominance of the city (in our civilization), especially of the great city, may be regarded as a consequence of the concentration in cities of industrial and commercial, financial and administrative facilities and activities, transportation and communication lines, and cultural and recreational equipment such as the press, radio stations, theaters, libraries, museums, concert halls, hospitals, higher educational institutions, research and publishing centers, professional organizations and religious and welfare institutions.



Our model is basically this: The economic building blocks of an area are the wealth of human resources available to it. This includes the individual talents, skills, and aspirations people bring to the community. It includes the institutions created by individuals; these are institutions public and private, profit and non-profit. Finally the model is concerned with the allocation of those resources by individuals and their institutions toward the maintenance of the quality of the environment.

### Measuring Economic Growth

In order to provide criteria for effectiveness in our model we used the concepts set forth by economist Paul Samuelson for measuring economic growth. From each of the basic Samuelson concepts, we derived an operational hypothesis by which to test the areas under consideration.

#### 1. Absolute measure of personal income (or regional GNP)

Hypothesis: If an area is able to attract talented or skilled people (or train its own) as a significant portion of the residential base, the quality and economy of the area will necessarily improve. Further, if the area is also able to attract daytime or nighttime populations which are talented and skilled, the environment will be further enhanced.

#### 2. Shortening the work week, growth in leisure, creative pursuits

Hypothesis: If the community is not provided with variety and stimulating facilities and institutions, it will be unable to sustain over time the attraction of human resources necessary to maintain economic welfare.

#### 3. More adequate distribution of wealth

Hypothesis: If there is not a balance of institutions, activities, and services (as written by Wirth), if one activity dominates the others, then the area will be subject to blight and deterioration.



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4. Quality improvement in goods and services

Hypothesis: If the facilities and institutions are not properly integrated with the social, physical and economic needs of the community, they will have no effect on the quality of the area.

5. Increase in spiritual and noneconomic aspects of human welfare

Hypothesis: If there is not a concern for the environment and active demonstration of that concern, the area will no longer be attractive for investments by individuals (residential) or institutions (offices and public space).

All facts in the body of the report are derived from the tables in the Appendix and references in the Bibliography. The tables are presented in approximately the same order as the subject material is presented in the text, i.e., from demographic through institutional to commercial.

For reasons of geography and history and for comparative purposes we have divided West Boston into two parts---Back Bay; Beacon Hill and Brighton-Allston.



## AN HISTORICAL SUMMARY OF ALLSTON-BRIGHTON

To the casual observer walking along North Harvard Street, amidst the litter and deteriorating buildings, it would be difficult to imagine that 25 short years ago Allston-Brighton was one of several areas seriously proposed as a site for the United Nations. Perhaps even more startled would have been the traveler who, in 1848, upon seeing Brighton, wrote home: "This is, without exception, the most beautiful country town I have ever seen."

For indeed, through most of the 19th century Brighton-Allston was nothing more significant than a "place where people farmed." Although settled in 1635, it was not even incorporated until 1807. Through most of this period it was a society dominated by aristocratic families, such as the Fanueills, Winships, Fosters, Danas, and Bennets, and by the institutions they built---the estates churches, and schools.

While farming was the primary occupation, the area did develop as a cattle trading center. It was the first "industry" in Allston and it brought with it the Boston-Albany Railroad which was to play a major role in the real industrialization of the area. Much of the industry that co-exists along side the railroads in Brighton-Allston today can trace its origins well back into the 19th century.

It was not until Bostonians began filling in the Back Bay that Brighton Allston began to assume the character that is with it today. Between 1870 and 1900 the number of roads in the region



increased tenfold. A working class population began to fill the quickly built subdivisions which replaced the aristocratic old estates.

Despite the rapid development of the area, despite the demographic and institutional pressures on the community, Brighton-Allston retained its reputation as a first class residential community for many years into the 20th century. Eventually the problem of confused land use pattern, aging buildings, and physical barriers through the middle of the community, the image of the area began to tarnish.

E.L. Godkin, an Irish-born American editor wrote, "Boston is the one place in America where wealth and knowledge of how to use it are apt to coincide." It may have been in Brighton-Allston that the wealthy, their investment, and their knowledge did not fortuitously coincide to maintain the community they had founded as a dynamic and growing economy.



## ANALYSIS OF BRIGHTON-ALLSTON.

Brighton-Allston is in the Western most part of Boston, separated by Brookline and connected to the remainder of Boston only by a narrow neck of land. Although this is largely residential, it does have large tracts of industrial, institutional, and commercial developments interspersed throughout it. The population has been in decline for the past 20 years, having dropped from 69,000 in 1959 to about 61,000 in 1965. Perhaps the Boston Globe best characterized the area when it wrote in a series of articles entitled "Boston a Close up of its neighborhoods, its people and its problems" that Brighton-Allston was really "Boston's step-child". Chief among the problems it listed for Brighton-Allston were parking and traffic, recreation, student population, vandalism, zoning and industry.

Brighton-Allston has a relatively large and ever increasing student population, primarily the result of pressure from Boston College which has tripled in size in the last 15 years, and Boston University. In addition, the area also has a number of ethnic groups. It has one third of all Boston's orientals but less than 4% of its Blacks. Racially, the area is almost 90% White. Jews are the most predominant ethnic group in Brighton-Allston with about one quarter of the population, followed by Wasps and Irish Catholics at 17% each. Interestingly enough, only 8% of the population does not recognize itself as belonging to some ethnic grouping. Indeed so cognizant is the area of its ethnic origins that one officer of a leading Boston Bank was quoted as saying that most of his Bank's promotional efforts in Brighton-Allston have been ethnic in nature.

In the category of religion, Roman Catholics, as is the case with Boston in general, are predominant claiming approximately one half of



the population. Jews follow with about one fourth of all the people. Here again the vast majority of people recognize themselves as having a religious affiliation.

About 60% of the people are married; about 30% single with the rest falling into the divorced, separated, widowed category. Educationally speaking 30% of the people did not graduate from High School and an additional 30% did not continue their education past the High School diploma. This is significant for it means that most of the families are headed by non-college graduates. About one fourth of the people had some college but only 10% graduated from college, with virtually no one obtaining a higher degree.

All of these college statistics are seriously affected by the large number of students in the area, for example, median years completed in school for persons in Brighton-Allston is 12.2, which is higher than either the Boston or the SMSA median.

Because of the large number of college students and the large number of elderly, the primary and secondary schools in Brighton-Allston have relatively low population. Of all students in the area about 4% are in kindergarden, 50% are in elementary school, 20% in High School and about 25% in college. This last figure has of course increased considerably since 1960.

Of the total population in Brighton-Allston approximately 23% is under 18 years of age. This is lower than the average in Boston, and considerably lower than the SMSA which is about 33%. The reason is that there are large numbers of elderly residing in the Brighton-Allston area. Indeed, the percentage of aged has doubled from 1940 to 1968. The population per household in Brighton-Allston is comparable to Boston, 2.82 persons per household. However, it is



somewhat lower than the 3.23 figure for the SMSA.

Family income in Brighton-Allston in <sup>1969?</sup>~~1959~~ averaged \$ 6,453, which compared favorably both with Boston and with the SMSA averages. The same is true today. Relatively few families are in the higher income bracket, that is over \$10,000. The vast majority have incomes ranging between \$3,000 and \$10,000. The occupations which give rise to these incomes can be successfully profiled-- 18% fall into the category of professional or technical in nature while 12% are managerial. The population is also well represented in the fields of proprietors, clerical, sales, craftsmen and operatives. In the last 4 categories Brighton-Allston ranks well above the SMSA average. Females are heavily represented in professional, technical, and managerial positions relative to the females in the rest of Boston and SMSA.

More specifically about one third of the head of households make less than \$5,000, about 30% make between \$5,000 and \$7,000 (approximately the average of the Nation), and 30% make \$7,000 to \$10,000. Only about 2% make \$10,000 or more and virtually no one makes over \$15,000. It is interesting to note that there is something of a direct correlation between the income and education figures in that approximately 60% of the people are high school graduates or less and 60% of the heads of households make \$7,000 or less. This may indicate that even those who did graduate from high school did not go on to learn any additional craft or skill that would make them eligible for a high paying position.



Family household income is somewhat greater, approximately 10% of the families make between \$10,000 and \$15,000 while only 2% of the heads of households have salaries of that much. A full 5% of the families make an excess of \$15,000. This indicates that many of the wives could be holding jobs in addition to the family breadwinner. Unemployment is not an important factor in Brighton-Allston. The figure is roughly comparable to both Bostons and SMSA unemployment data. A surprising number of residents do not work in Boston. Most travel to work by car and it is presumed that they work in either Cambridge or on Route 128. In line with the income levels and unemployment figures, the welfare caseload in the community is very low. Aid to Dependent Children is particularly low while Old Age Assistance is relatively high because of the great number of elderly in the area.

The mobility factor in Brighton-Allston is about 15%. This means that of all the households in the area, about 15% are new each year. This is lower than the national average which is about 20% and considerably lower than Beacon Hill-Back Bay figures.

About 75% of units in Brighton-Allston are rental dwellings which is very similar to the Boston figure but much higher than the SMSA figure. This housing is largely well kept up, although 90% of it was built before 1939. There are indications, however, of increasing deterioration, particularly near industrial and commercial areas. But sound dwelling units are a much higher percentage of overall housing stock in Brighton-Allston than in most of Boston. The units are generally larger, with more rooms. Overcrowding and high block density are not a frequent problem. But because the units are large



and because of the increasing demand, most of the rents are already high and are increasing rapidly. With the demand increasing in the community, largely because of the increasing number of students coming into the area, the median number of rooms per dwelling unit have been reduced in recent years. This is particularly true of the once palatial homes along Commonwealth Avenue. The high rents show no sign of reaching a plateau. About \$96.00 per month was the median rent in 1960, considerably higher than other parts of Boston which averaged \$78.00 per unit. A great number of units in Brighton-Allston were found to be in the \$90-100 range in 1960.

It appears that the sharp rental increases in the Brighton-Allston area in recent years are not representative of the rest of the city. As one study put it: "Brighton-Allston is in a state of flux which is reflected by sharp rent increase levels in the past 13 years. Students are in competition for apartments with young professionals and executives...however, Neither local patterns of rent increases nor the demographic changes which are occurring in Brighton-Allston can be solely attributed to university impact". In Allston rentals for three room apartments increased 50% between 1950 and 1966, rising from \$63 in 1960 to \$88 in 1966. But just between 1966 and 1969 rentals for three room apartments again increased by 50%. An even more striking increase occurred in this period for advertised five room apartments where rents increased by more than 100% in less than three years. In Brighton rents increased by similar percentages.

The residential picture is substantially affected by the confused land use patterns which characterize Brighton-Allston. This and



other reasons have caused both industrial and commercial uses to be in close proximity to residential. This causes an unnecessary amount of deterioration or even blight in some neighborhoods.

Further, the transportation systems which crisscross Brighton-Allston add to the problem. Both the railroad and the Massachusetts Turnpike cut through the heart of the community. Lack of public open space and parks have contributed to the feeling of overcrowding and decay in the residential sectors. A recent survey shows that residents were quite concerned about the number and quality of parks in their community.

The point must be made that there are many fine residential sections in Brighton-Allston such as Aberdeen and Chestnut Hill. These neighborhoods maintain high residential standards and exhibit some of the highest market values in Boston. A number of apartments and stores are being refurbished throughout Brighton-Allston and a Neighborhood Community Center has been established to keep streets clean and to clear up the parking problems.

About 13% of the people own their own homes in the area, which is quite high for Boston as a whole. Although close in to Boston Brighton-Allston does enjoy the quiet of suburban surroundings.

Brighton-Allston has a considerable amount of industrial and manufacturing use. The majority of this is near the railroad tracks and the Massachusetts Turnpike. It can largely be characterized as a storage or breaking down of bulk goods. Such companies as Armatures and Coils, Inc., Coca-Cola Bottling of Boston, Inc., Pepsi Cola, and U.S. Steel Supply indicates that the area is a major tandem truck unloading area and serves as a distribution point for the rest of the metropolitan area. Because of the high number of residents who work



outside the city of Boston and the use of the auto, it would appear that the major industries in the community do not attract the residents to their employment.

Commercial establishments in Brighton-Allston are largely described as "in poor condition". There are three particular things which hurt the retail businesses. The first is a shortage of parking: Parking Commission Thomas F. Carty claims it is among the worst in Boston. This is not due to heavy patronage of stores in the area but to the fact that there is not even enough space for the proprietors to park. Secondly, the influx of students causes a reduction in sales because they choose to buy elsewhere (if they have the disposable income to do so) and thirdly there is significant competition of modern planned shopping centers that are near by in Brookline, Cambridge, Newton or other suburbs.

According to Polk Data the total commercial structures in two of the Brighton-Allston census tracts were roughly 14. This is quite low in comparison to both Boston as a whole and Back Bay - Beacon Hill in particular. A quote from Richard L. Nelson in The Selection of Retail Location helps explain this low incidence of commercial use.

"The new shopping centers have very deeply effected the older intercepting shopping districts many of which are witnessing very sharp drops in volume ... these older shopping districts are more vulnerable than downtown to competition from the new centers ..."

This quote describes very well the general difficulties of commercial areas in Brighton-Allston. They are largely neighborhood shopping centers at the corners of major intersections or strung out along major thoroughfares. Many are "highway oriented", catering



to automotive parts, used car lots, drive ins and gas stations. Because the area has confused land use patterns and is bisected by the barriers of the Turnpike and the Railroad, the drawing area for retail centers is considerably reduced, while at the same time competition from other centers is greatly increased by the mobility of the population. The neighborhood shopping centers are squeezed in the middle from planned shopping plazas in the suburbs and large stores downtown which are accessible from mass transit on Commonwealth Avenue.

Many of the stores in the area are approximately 50 to 70 years old, are beginning to deteriorate, are obsolete in terms of layout and size and were largely designed for a different purpose than that for which they are used today. Many of them started out as groceries stores before the advent of supermarkets forced them out of business. After World War II, the crowds which characterized many neighborhood centers began to disappear as the popularity of planned shopping centers with adequate parking, compact retail establishments, better layouts, and wider product offerings became available. Thus in the Allston center, vacancies increased by a large factor and assessed value for the property was reduced in the middle 1950's.

At the same time the type of population changed as the influx of single person families and couples without children began to fill some of the apartments. Older persons became more dominant in number as the middle aged disappeared. The demand for goods was shifted and the turnover rate of stores became very high. Many conversions took place in order to meet the new demands or take advantage of the depressed rent levels. Many conversions took place to uses which were no longer retail or customer service industry, office space, special service or wholesaling.



Thus the entire image of the area changed. The higher order stores such as department-type goods and furniture stores were the first to leave. Maintenance of facilities, both public and private, began to decline, further decreasing the attractiveness of the area.

The physical condition lapsed into a worsening downward spiral. As the characteristics of the population changed, so too did the characteristics of the businessman and merchant in the area. Now most of the store managers and owners of the Allston center are old, without the cash or the will to fix up their stores, and the buildings are largely owned by absentee landlords without the inclination to repair them. All of these factors have combined to significantly reduce the completions of the area with other areas.

The traffic congestion of the area also contributes to the problems. Brighton-Allston serves as a conduit for many types of trucking which travel on the main roads (the shopping roads) and decrease the attractiveness and visibility of the retail shops. Pedestrian traffic, that is walk-in customers, having provided many of the sales dollars in the past, has been reduced partly because of the hazard of walking in the streets. Also with the reduction in other stores in the area, and with the decrease in middle aged population, there are fewer daytime workers in the area and less day time demand for convenience goods and convenience services.

This general unattractiveness of the commercial areas, is indicated by a poll taken by the author of the Allston Shopping Center Report. It shows that even among the residents who would be expected to patronize the stores in the area more than any other population groups, between 40 and 60 percent of them never shop in the area and another 20 to 30 percent shop there only part of the time. This means



that only 10 to 20 percent of the residents in the area heavily utilize the stores, services and facilities at their disposal. Further the survey indicates that people largely travel to larger shopping centers such as Turnstyle or, travel to downtown Boston or even Cambridge. Thus mobility has widened further the competition for the stores of Brighton-Allston.

Among the problems that residents list as reasons for not shopping in the neighborhood center, parking is by far the most frequently mentioned. Appearance and a lack of variety of goods are listed, as other major disincentives. The most common type of establishments are now drive in food and drink places, used furniture and second hand and pawn shops, convenience shops like barbers and laundromats, and some independent shopper oriented services such as watch repair, insurance, and so forth. Higher order establishments such as hardware, furniture, appliance, clothing stores, supermarkets, and department stores have nearly disappeared from the area.

Some recognition of this increasing decline in the commercial value of the area and the relation this has to the residential blight of the apartments, has been made by the city. These are largely shown only in the 1965-1975 Master Plan. They are characterized by two proposals. One is that Brighton-Allston become a regional subcenter, relegating its position to one of a small attraction outside the regional core. The second proposal is that the community attract light industry, such as the research oriented Route "128" style to provide jobs and an exciting environment. It is proposed that many of these facilities should be constructed on air rights over the Turnpike in attempt to utilize the space and unite the community. Planner Audrain does not find favor with these proposals. "The



pattern gives the impression of the application of an abstract policy to a specific location, namely Central Place Theory in Brighton-Allston. The role of the commercial uses in the area proposed is not clearly defined and the role of secondary shopping centers in general has not been sufficiently studied".

Although there is a note of optimism in the area with the opening recently of a new theatre at Cleveland Circle and some new businesses and apartments around Brighton center and Harvard Avenue, nevertheless, pessimism still persists. It is interesting to note that in a recent survey a larger percentage of people felt their community of Brighton-Allston was becoming worse rather than better.

#### SUMMARY CONCLUSIONS.

Brighton-Allston is a critical area which shows weakness in residential and commercial establishments. Without proper consideration by public and private groups, the area could rapidly decline and become a gray area or slum.

One of Brighton-Allstons major problems is that it is completely surrounded by suburbs which in every way offer better services, and better living conditions to their people. By going a few blocks either to Newton, West Roxbury, or Brookline one is able to find better school systems, better stores, better roads, and more equitable taxing systems. The major challenge for Brighton-Allston to be able to compete with these areas and to attract the kinds of people which are necessary to maintain a demographic balance for community growth.



Better and more community facilities must be added to the area to increase its attractiveness. Better efforts must be made to balance the population between old and young and to attract the middle aged productive sector back into the area.

It is quite possible that Brighton-Allston could turn into a poor man's Back Bay region if present trends continue. The fact is that the students will impose a great hardship to older residents in the area while at the same time not necessarily providing the type of people who show a concern for the permanent welfare of the area.

Future industrial development will not be of the light industrial type. The rents are too high, the locations are too small, the access is not free enough, and most important the image of Brighton-Allston is not correct. The idea of building industrial or commercial space on the air rights over the Massachusetts Turnpike is unfeasible. Such construction is very expensive to pay for the footings and spans required and light industrial companies, particularly research and development, could not amortize the cost. High rise apartments or commercial space could indeed amortize the costs but do not seem to be demanded in the area either in terms of attraction or in terms of use.



## HISTORY OF THE BACK BAY, BEACON HILL AREA

Before the 1860's the Back Bay was a stagnant, noxious back water of the Charles River which residents were fond of disposing garbage and dead horses in. But at a tremendous cost, employing thousands of men working 24 hours per day over more than 2 decades an entire new area of Boston was developed. The cost was high but so was the quality of the urban area which was developed to satiate expanding Boston. Lewis Mumford has written, "The transformation of the Back Bay is the outstanding achievement in American urban planning in the nineteenth century. He mentions the strong zoning laws imposed and the concern the developers demonstrated for producing a total urban environment, not just palatial homes.

"In the critical period of the Back Bay development, the old and new order of Boston society joined forces. The crossing of these two stocks gave the Back Bay project both hybrid vigor and historic continuity." A recent New York Times article picks up this thread of development with an eye to the future of the area. "As Bostonians migrated to the Back Bay, they brought with them their ideas, their sense of service, their churches, clubs and institutions, their friends and relatives, their diligence and wealth." Mumford sums up this description of the development: "the Back Bay then is a geographic area, an historic monument, and a cultural symbol...it might almost be identified as a state of mind."



Strong concern was also demonstrated in the maintenance of the environment of Beacon Hill. Long the site of many famous residences---Charles Francis Adams, John Hancock, Daniel Webster, Robert Gould Shaw, Harriet Beecher Stowe Henry Cabot Lodge have all lived there---Beacon Hill has been able to maintain its image and vitality and not decline like the older residential sections of many large cities. It has been a stable area largely maintained and rehabilitated but not rebuilt. The construction taking place on the North Slope has actually produced units better than they were when first built as this was the servants quarters of the Hill. The vitality of the area is actually spreading and is enhanced by the state's first Architectural Control District and many active civic groups.

The office market in the Back Bay has always been a high-prestige , institutional market in order to amortize the original costs of filling in the bay and to pay for the cost of driving piles today. Somewhat restrictive zoning has discouraged entrepreneurial building of general purpose offices. The less cost sensitive institutions, led by John Hancock, New England Mutual, and Liberty Mutual Insurance companies, were attracted by the fine environment in the Back Bay. They established their home offices in the Back Bay in the early 1930's.

The elegance of the residential area, the long-established high-quality, specialty stores, and the many unique institutions which came with the first developers have reinforced each others position throughout this century. Heavy emphasis on apparel and comparison goods suited the design of the area and the profile



of the residents. The institutions complemented the interests and skills of the residents and the talented residents in turn fostered the development of more and more institutions. M.I.T., Harvard Medical School, and Boston University began in the Back Bay. Presently the area housing the Symphony, Civic Auditorium, Boston Public Library, Atheneum, and many others. Integrated with the institutions and residents and commercial establishments were many clubs and organizations which further enhanced the environment.



## ANALYSIS OF BACK-BAY, BEACON HILL

The educational, research, and medical facilities for which Boston is famous are largely centered in this area. The historical and cultural shrines found here make the area of Back Bay and Beacon Hill a prime convention and tourist attraction. In the year of 1967 a total of \$38 million was spent in Boston by conventions. In its analysis of the Back Bay Larry Smith and Associates said of the Back-Bay area:

"Its close in location has led to the development of desirable residential neighborhoods and in terms of commercial land use the Back-Bay is second only to Boston's Central Business District".

The population of the area in 1955 was 98,640. By 1965 the declining population had reached 63,561. However, the greatest amount of decline was in the 1955-60 period and perhaps the population has even increased since that time. According to some statistics, the rate of loss has tripled for the Back-Bay between 1960 and 1964 but has been cut by 60% in the Beacon Hill region. The number of transients in the area make population counts extremely difficult. Depending on the type of sampling procedure or survey procedure used and the date administered, the area has either increased or decreased slightly in the last ten years.

The residents of the area have expressed several concerns vociferously. The chief concerns appear to be institution and school expansion with the concomitant influx of students they bring to the area, litter and dirt, rats, which are becoming more prevalent, traffic and parking, crime and vandalism, and in general "hippies".



On the whole there is very little racial mixture in this area. About 93% of the residents are white which is an even higher percentage than that in Brighton-Allston. The area has only about 3% of the blacks in the city of Boston but it has about 15% of the orientals. The area is predominantly white Anglo Saxon but there are significant numbers of Jews (about 17%) and about 10% are Irish. It is very significant that about 25% did not perceive themselves belonging to any ethnic group. Religiously, Roman Catholic, as is the case with all of Boston, was the leading religion with about 1/3 of the residents. The Protestants were second with 25% and the Jews were the third largest. It is also significant that about 20% of the people professed no religious affiliation.

Marital status of the population of Back-Bay, Beacon Hill area is characterized by a high percentage of single person households. Those married in the area are largely without children. Figures ranging from 80% to 90% of the population have a household size of no greater than two. Because of the lack of children the median age of the Back-Bay, Beacon Hill area, in spite of the students, is extremely high relative to the rest of Boston.

The average size of the household in the area is approximately 1.6 which is about half the size of the average household in the Brighton-Allston area.

Characterizing the last 10 to 15 years influx of young single and young married students, the median years completed in school is 13.1 which is considerably higher than SMSA, Boston City or Brighton-Allston averages. The very few children who do live in this area are largely centered in the elementary schools. About three fourths of



those residing in the area enrolled in school go to college.

The occupational characteristics of Back-Bay, Beacon Hill strongly emphasize the professional, technical, and kindred skills. Well over a quarter of the male occupations are in these areas. Managerial, proprietary and executives trail far behind. The female occupational pattern is considerably different with clerical personnel showing the largest percentage. It would appear that the secretaries working in the Back-Bay buildings do not find the area any more attractive than other residential locations in the city. It is interesting to note that even though Beacon-Hill, Back-Bay composes only about 10% of the Boston population, it holds almost 1/3 of the college graduates and 1/3 of the holding higher degrees.

Employment of residents in the Back-Bay is characterized by 48.8% male and 51.2% female. Unemployment is not a factor in the area. The occupational profile of those who own versus those who rent would appear to show that there is little to distinguish those who own and those who rent as to their occupational characteristics. Perhaps there is a slight tendency for managerial and proprietary group to own their own property. Students almost without exception rent their dwelling units. Working and retired exhibit no preference between owning and renting.

Of the households in the area with children, almost 100% of them have only one child, compared to a rather even distribution of family size in other areas of the city.

Because of the large number of students in the region, the median income for Back-Bay, Beacon Hill is relatively low. It is lower than the SMSA median and the Brighton-Allston median and somewhat above the total Boston median. This is despite the fact that a relatively



large portion of the population has an income of over \$15,000 per year. The large number of elderly and pensioners also tends to bring down the median. Another indication of the large number of students is the household mobility index which shows that the turnover rate in residential units is extremely high.

Of the people who live in the Back-Bay, Beacon Hill sector, 80% work in Boston City. Over 96% work in the Boston SMSA. A look at the transportation available readily indicates the convenience of the area. Less than 20% of the people drive (this may also be due to the fact that there is literally no where to park a car) or take the railroad. Over 28% of the residents walk to work. And 20% find the subway extremely convenient.

Back-Bay, Beacon Hill demonstrates a very high tendency for renter occupancy, nearly 90% in 1960. There is an increasing tendency for housing to be dilapidated. Although there are areas where improvements are being made such as the North Slope of Beacon Hill, rehabilitation in the Back-Bay proper, and rehabilitation conversions in the St. Botolph area, overall, with the increasing student use, the conversion of old townhouses, and the predation of age, there are increasing difficulties with the deterioration of the area. This is hastened by the low rate of median number of rooms per dwelling unit and the relatively high rate of persons per unit. This creates an overcrowded situation and contributes to the filth, litter and noise in the area. It must be pointed out in contradiction that Census figures show that individuals have relatively spacious quarters i.e. more than 50%



of the rentals had less than 0.50 persons per room.

While the majority of people in the Brighton-Allston area spend approximately 25 - 35% of their income on housing, one of the most significant factors in the Back-Bay is the tendency of people to spend less than that. This is because of the higher income of many residents, because of the students doubling and tripling up, and because of the lower median rent in Back-Bay, Beacon Hill vis-a-vis Brighton-Allston. This is despite the fact that Brighton-Allston does not have the large number of high cost, high quality apartments as in the Back-Bay area.

The amenity provided by the Back-Bay as a location for cultural and institutional organizations, has in the last fifteen years overbalanced the other uses in the area such as residential and commercial. The incredible demand for higher education because of the baby boom of the forties and emphasis on degrees together with the culturally enriched environment of the Back-Bay and the tax advantages of a non-profit corporation, has led to an overwhelming expansion of educational institutions. For example, six of the eleven hotels in the area have been purchased in the last ten years and converted to dormitories. Between 1955 and 1967 educational institutions acquired 160 buildings in the area. Some were torn down and some were converted to dormitories. And the entire area of the Back-Bay Charlesgate and Kenmore Square have been almost totally diverted to student and educational use. The commercial facilities in the area such as retailers, banks, and professional, all cater



to the student market.

It has been said by some urban consultants that:

"higher education is a growth industry of great importance to metropolitan Boston. And that for the Back-Bay, the possibility of cleaning out all schools and colleges is neither desirable or possible"

The effect of the students on the Back-Bay area is always subject to some question. From the Urban University Report:

"These students, some of them financially well off, usually join in groups of at least 2 and often 3 or more, to rent apartments which are often totally out of reach of most families and single resources. By pooling their resources, they have undeniably helped to raise the rent levels around the universities. Data offers evidence to support the hypotheses that this is an area undergoing a transformation from working class and lower middle class to students and young professionals. In addition there is evidence to support the hypotheses that a pecking order is in operation in these areas between the senior executives and professionals bidding up the rent from their junior counterparts which both combine to raise the rents for the student population. Further, in combination, these groups make it possible for landlords to price apartments out of reach of the working class families and the elderly"

"There is clear evidence that the expansion of the physical facilities of colleges and universities have removed numbers of housing units from the market. It is interesting to note that part-time students, and this would apply primarily to Northeastern University, with approximately 20,000 part time students, are considered critical in regard to the housing situation, since in most cases their housing needs are linked to their families or their job requirements, rather than to their schools".



"It has also been noted that none of the universities has made a single effort to buy housing for staff or faculty. Indeed, they only provide about 3% of the actual demand they generate".

"There is no dispute that the high rising rent levels have driven low income families and single persons from parts of the Back-Bay and Fenway, and are in the process of doing this in the Brighton-Allston areas. There is some question concerning the extent to which this phenomenon can be attributed to the ability of students to pay high rents".

It is important to note that as far as housing is concerned, the category of students should be divided into two parts, undergraduates and graduates. Undergraduates have the tendency to cause more serious deterioration than graduate students because they are less mature and live together in greater numbers. Graduate students tend to take better care of property, are more serious about their studies and usually live in twos, instead of threes or fours, which puts less strain on housing.

It is interesting to note that between 1961 and 1969 the total percentage increase of all students in the metropolitan Boston area has been about 60% and the greater majority of those have been full time undergraduate students.

The Dormitory Act was passed by the State Legislature in 1965 and brought to a virtual halt educational growth in the Back-Bay. Now schools are forced to trade parcels among themselves in order to build and grow. Within the city .



boundaries of Boston are 25 colleges, 26 junior colleges, and 150 business, trade, and professional schools. In the Back-Bay alone, 31 educational institutions own property. Thus the Act itself does not stop the problems nor does it capitalize on the resources inherent in schools, so further planning is necessary. Some of the planning has already been initiated in the public sector with the construction of the Dartmouth mall, Arlington Street and Copley Subway stops. There has also been imposed on the prime residential areas the Back-Bay Architectural Control Commission. This Commission prompts and directs the rehabilitation and beautification in the area. Private efforts such as Back-Bay Residential Inc. and the Back-Bay Federation exert considerable leverage on the area. Their major purpose is to return the Back-Bay to high level tenancy.

In overlooking the Back-Bay, Beacon Hill area, a number of sub sectors must not be overlooked. These are the Fenway, Queensbury and St. Butolph areas which are largely low rental areas which house elderly in one room flats and some of the poorer students. Most of these areas are subject to blight and are capable of spreading their blight. A \$9 million federally funded urban renewal program has been initiated in the western part of Back-Bay to halt the blight and begin renewal for low and moderate rental residential units. Also in this area is the \$70 million Christian Science complex. Here, in addition to church offices, will be moderate level apartments in 9-story



block buildings and 34 story towers. Also substantial private investment in the St. Botolph area has increased land values and rehab. rates have increased.

High level rents in the Back-Bay have always been pre-dominant and studies by Larry Smith Associates and James D. Landquaer indicate that the demand for such rentals will continue. Ray Wenzlaker Research Corporation shows that Boston's increases in rent are the highest in the nation between 1960 and 1965. The three high rise residential towers of the Prudential Center which number 835 units had very little trouble renting and have exhibited no vacancies. This is taken as an indication of the strong demand in the area. At the same time many conversions and replacements are taking place in the Back-Bay and they also are renting very well. The opposite trends are those taking place in some of the old town houses of the area. Many have been converted for more intensive use, lower grade tenancy, and minimal maintenance. There is also a tendency to defer maintenance in order to speculate on rises in property values. Absentee landlords have increased.

What increases the above tendencies toward deterioration is that many of the buildings are physically sound but they are functionally obsolete. As the townhouses are split up to take advantage of space that was created for an entirely different use, this obsolescence is particularly notable in heating, plumbing, elevators, kitchens and layouts. "No longer desirable as one



family houses, the townhouses belong to an era which because of change in living patterns and practices caused by unavailability of servants at reasonable wages and trends toward a more informal suburban type living, has resulted in the break up of the townhouses into smaller units". (Larry Smith)

Both price and sales turnover for residential properties in the Back-Bay have been very high. The average annual increase in parcel value has been 20% in the Beacon, Marlborough and Commonwealth areas from 1956 to 1961. From that time to the present the rate of increase has been 11%. It is to be noted that these figures are only approximations because most of the purchases in the area were made with second mortgages and it is impossible to ascertain the exact selling price. Sales turnover is half again as high as the rest of Boston and while it is not extreme it is speculative by Boston standards. It is presumed that both the price and turnover are fuelled by school growth.

The tax effect on the development of real estate was described by Larry Smith Associates:

"Boston itself in recent years has seen only limited activity by entrepreneurial real estate developers. It appears that this condition is the interplay of two factors: one the abnormally high tax rate in Boston (approximately \$150 per thousand assessed valuation this year) and secondly the availability of real estate development opportunities in other parts of the metropolitan area and in other parts of the country. The real estate market must be looked upon as a national one, and not simply a regional-wide market or city-wide market".



Landauer predicts that Back-Bay is excellent for new apartments and that it could easily absorb 200 new and 200 rehabilitated/high quality apartments each year. The firm also sees as many as 400 low to moderate rent units that could be absorbed on an annual basis.

Turning to commercial development, the Back-Bay has been characterized by rapid expansion of commercial development in the past 10 years. The Prudential Center and the John Hancock Building of \$20 and \$50 million respectively are the two notable examples. Much of the growth in recent years has been fueled by Chapter 121A which has allowed developers to reap a quicker profit from their investment by reducing for a period of 40 years, the real estate taxes to which they are subject. Despite the fantastic growth in commercial office space in Boston, presently 6-8 million square feet are being constructed or planned, there appears very little softness in the rental market in the Back-Bay. Prudential Center since it opened up has had no trouble with rentals and has enjoyed a near zero vacancy rate. Several of the older offices in the area have shown a few signs of difficulties in renting.

On current development Larry Smith Associates commented:

"A commercial retail establishment of the type found in the Back-Bay serves a broad market area and is therefore, primarily comparison or shoppers goods oriented. Therefore, there is a general absence of convenience type retail facilities, and particularly supermarket operations. This can be attributed to the era in which the area was built up and the lack of site opportunities for such developments, rather



than the absence of demand for convenience facilities".

The Tables in the Appendix show that the Back-Bay has not had the decline in recent years displayed in other Boston stores, such as in Brighton-Allston or in the CBD. In fact the Boylston and particularly the Newbury area have expanded in the last few years. This is due to a number of factors such as the appeal to the growing affluent sector of the population, which has more leisure, combined to a drive to display its affluence, and to the highly maintained and culturally-enriched shopping environment, and the wide geographic base from which it draws. Forty-five percent of all the sales in the area are either apparel or accessory and another 25% are liquor, antiques, books, and the like. It would appear that the narrow range of products offered, specialization, has helped the Back-Bay and Beacon Hill sales rather than hurt it as in Brighton-Allston. Further indication of the strength of the Back Bay market is that two highly prestigious department stores, Lord and Taylor and Saks Fifth Avenue, have recently moved into the area. Both are among the finest womens speciality stores in the country.

The Landauer report sees an untapped potential for eating and drinking places, theatres and nightclubs in the area. Since the report was written a number of new nightspots have opened up on Boylston Street and other places in the Back-Bay and Beacon Hill. The large market of residents, shoppers, tourists, and conventioners would not appear to be fully exploited as yet.



Larry Smith Associates characterized this area by quoting:

"In this general area are located such large insurance companies as Liberty Mutual, New England Life, John Hancock, as well as Prudential; such well known/quality retail stores as Bonwit Tellers, Brooks Brothers, Best & Co., and Peck and Peck; and hotels such as the Ritz Carlton, the Lenox, and Sheraton Plaza. Additional new office buildings for such firms as IBM are located in this area, as are numerous banking and other financial institutions, parking facilities and entertainment facilities".

On a national basis office employment is expanding three times as fast as overall employment. This is extremely important because Boston with over 30,000,000 square feet of offices is one of the largest office space centers in the country. This is even more important for the Back-Bay because it is becoming a prestige location for large office buildings and regional or national headquarters. These factors are all accentuated by growth in the service sector of the economy i.e., the tertiary and quaternary sectors of the economy. The development of the Prudential and Hancock leads in turn to demand for office machines and computers which in turn brings IBM into the area.

Total employment in the Back-Bay presently is 32,000 persons. Of this 80.0% are in office buildings, 15.2% are in commercial and the remaining 5% are split between educational/institutional, manufacturing and recreational.

The many factors outlined above lead Landauer to conclude that Boston can absorb 500,000 feet of new office space per year



and 3500 employees with roughly 50% of that being net new employees to the city. He predicts that the Back-Bay will garner its share of the new office footage. As a sample of the new job opportunities which new office space creates, an indepth study was conducted at the Boston Redevelopment Authority. It was found that 42% of the employment population of the Prudential is secretarial, while 34% is either managerial or professional-technical. Very few are listed in the crafts-men or skilled areas. A large number of these people make high salaries. Twenty-six to 30% make over \$10,000 per year. However, a large number of these people, particularly the better paid, live outside the area and drive to work --- finding the mass transit inconvenient or slow. Very few people, despite the nearby residential areas of high prestige, live in the area and walk to work. In the high status, high paying jobs, very few of the positions are filled by members of minority groups, and 87% of the employees are white. The age distribution is rather even with 27% below 25 years of age, 43% between 25 and 40 and 30% over 40. It is evident that the majority of employees are precisely the ones missing from Back-Bay, Beacon Hill and Brighton-Allston. It is believed that similar population characteristics will be found for such developments as the Hancock building.

Further studies at the BRA indicated that such developments as the Prudential Center had external effects and created both



a demand and political pressure for new office buildings in the immediate vicinity. The consequences of this are recent demands to increase the height permissible on certain streets. A concomitant and perhaps related pressure is being exercised to bring about high rise residential along Beacon Street. These are the pressing issues for the future. The question of the size of that demand and the effect of that many people on the quality of the environment is a moot point.

#### SUMMARY.

Part of the success for the future for the Beacon Hill, Back-Bay area will depend on what happens to the Brahmins who are living on the sunny side of Beacon Hill -- whether they will be able to maintain a strong organization and keep their properties intact or whether the students, the hippies, and the young professionals will be able to move into the area and carve up their houses into smaller apartments. It is significant to note that New England Merchants Bank segments the market in Beacon Hill and Back-Bay in only one way: age. It appeals to either the young or to the old aristocrats. The ability of the older aristocrats to hang on and maintain a balance in the area in the face of increasing pressures from the young, is a critical factor in the determination of its future.

The assessment by present residents of parks, garbage collection, type of police protection, and other public services together with the dissatisfaction expressed, would bring into question the demand



forecast for high quality apartments. If the apartments along Beacon Street are to be built at a higher density, then a new level of public service is required.

Both in order to accommodate new residential development and to preserve the integrity and quality of the Back-Bay environment, further efforts other than a punitive Dormitory Act are called for. The public sector must utilize the resources of the educational institutions and yet prevent its domination of all other uses. Preventing student residences is merely re-locating the problem elsewhere.

Indications are that the public facilities of streets and public transportation are overwhelmed at peak periods. The completion of the John Hancock Building and new offices on Boylston Street will bring movement to a halt, and improved systems will be necessary.



PLEASE READ.

The following is Polk Data. Unless otherwise specified, the numbers are to be used only to connote relative values with each other. They are not percentages.

Polk data is based on 1960 census tracts and 1968 enumeration.

No data is to be reported in any form whatsoever without the written consent of the author of this report.

Data is the property of R.L. Polk, Inc., and action for Boston Community Development.

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MONTHLY RENT, 1960

| Median<br>Rent | Less<br>Than<br>\$20 | \$20-39 | \$40-59 | \$60-79 | \$80-99 | \$100-149 | \$150 or<br>more | No Cash |
|----------------|----------------------|---------|---------|---------|---------|-----------|------------------|---------|
|----------------|----------------------|---------|---------|---------|---------|-----------|------------------|---------|

|              |         |      |      |       |       |       |       |      |      |
|--------------|---------|------|------|-------|-------|-------|-------|------|------|
| SMSA         | \$82.00 | .28% | 4.5% | 14.6% | 26.1% | 28.2% | 21.3% | 3.4% | 2.1% |
| Boston       | 78.00   | .48  | 6.8  | 18.4  | 26.6  | 27.0  | 17.3  | 2.1  | 1.2  |
| Back Bay,    |         |      |      |       |       |       |       |      |      |
| Beacon Hill. | 91.00   | .81  | 3.8  | 12.0  | 24.1  | 22.6  | 22.5  | 9.8  | 1.7  |
| Brighton-    |         |      |      |       |       |       |       |      |      |
| Allston      | 96.00   | .50  | .3   | 4.4   | 18.3  | 32.9  | 37.2  | 2.4  | 1.5  |

Source: 1960 U.S. Census  
Bureau of the Census.



## DATA FROM THE BOSTON AREA STUDY: 1969

The Joint Center for Urban Studies of M.I.T. and Harvard this year launched a program of annual surveys of the Boston area population, the Boston Area Study (BAS). A primary goal of this program is to make available up-to-date population data on topics of current interest.

Rigorous standards are applied to every phase of the data collection to maximize the reliability and validity of the data.

### The Sample

The 1969 study focussed on the city of Boston. A carefully drawn area probability sample included 550 households from the city plus 175 households outside the city, but in the Boston SMSA, for comparative purposes. This sample permits us to describe with reasonable reliability groups which constitute ten per cent or more of the total city of Boston population. The data can be broken in many ways: by ethnicity (Negro, Irish, Italian, etc.), by age, or by family type. Data on groups that constitute less than ten per cent of the population are less reliable, but meaningful figures often can be gained by combining two or more smaller groups (e.g. Roslindale and Jamaica Plain).

### Content

The content of this year's study was very broad. A few of the topics are:

Employment: Occupation, location of work, unemployment during past year.

Housing: Amount of rent, condition of housing, number of rooms, home ownership.

Community attitudes: Rating of services, such as parks, schools; perception of city problems.

Mobility: Place of birth, place went to high school, length of residence in Boston, place of residence 5 years ago.

Neighborhood: Feelings about, reasons for living there, likelihood of staying.



Standard demographic characteristics, such as income, education, ethnicity, and household composition were obtained in considerable detail.

#### Availability of Data

The Joint Center is preparing a monograph presenting some of the data, and further analysis will be made for various scholarly and planning purposes. In addition, the Joint Center can provide data and tabulations from the survey that may be of use or interest to community-oriented groups for research, for planning, or for documentation of community conditions.

Anyone interested in the data should call Morris Axelrod or Jack Fowler at 868-1416 to discuss what we have and in what form the data would be most useful. Costs are based on staff time and computer time required to prepare a given set of tables. A minimum charge of \$50 is made for non-profit and community-serving organizations and \$100 for profit-making organizations.



1965 - 1975

General Plan for the City of Boston and the Regional Core.

1964 - Ed Togue, Msgr. Tally: BRA

Brighton-Allston.

Population: Slight loss of population from 67,000 in 1950 to 64,000 in 1964.

Physical Problems: Pockets of deteriorated housing near local shopping areas; some industrial residential incompatibility.

Physical Assets: Varying topography; open space and recreational assets along Charles River and at Chestnut Hill Reservoir; essentially good housing accommodations; located midway between the Regional Core and thickly settled residential suburbs to the West.

Prospects and Proposals: Transportation, distribution, and light science-based industrial development. (Area for low cost land: redevelopment with high accessibility).



1965 - 1975

General Plan for the City of Boston and the Regional Core.

1964, Ed Togue, Msgr. Tally: BRA

Back Bay

Population Trends: Rapid population decline, from 18,292 in 1960 to 15,000 in 1964. High proportion of adults over 18 years of age.

Physical Problems: Encroachment of commercial and small institutions' expansion on residential neighborhoods, high cost of maintaining residential structures w/rapid turnover of tenants.

Physical Assets: High quality of residential architecture.

Prospects and Proposals: Preservation and expansion of residential and related land uses; planned commercial and institutional expansion; new housing construction and rehabilitation.

Parker-Hill-Fenway.

Population Trends: Steady population decline, from 50,000 in 1950 to 36,000 in 1964; increasing student population; declining family population.

Physical Problems: Expansion room needed for institutions; inadequate community facilities; deteriorating housing.

Physical Assets: Fine educational and religious institutions; open space and recreational assets bordering on the Fens and Charles River.

Prospects and Proposals: Strengthened commercial centers at Massachusetts Avenue and Kenmore Square; planned institutional expansion; new housing construction and rehabilitation.



GENERAL CHARACTERISTICS OF POPULACE, 1960

|         | Total<br>Population. | % Under<br>Age 18. | Population<br>in House-<br>holds. | Population<br>per House-<br>holds | X of<br>Families. | %<br>White. | %<br>Black. | %<br>Other. |
|---------|----------------------|--------------------|-----------------------------------|-----------------------------------|-------------------|-------------|-------------|-------------|
| SA      | 2,589,301            | 32.6%              | 2,489,187                         | 3.23                              | 640,526           | 96.7%       | 3.0%        | .3%         |
| ston    | 697,197              | 28.9               | 656,854                           | 2.93                              | 164,215           | 90.0        | 9.1         | .9          |
| ck Bay, |                      |                    |                                   |                                   |                   |             |             |             |
| acon    |                      |                    |                                   |                                   |                   |             |             |             |
| ..      | 56,791               | 8.6                | 45,161                            | 1.80                              | 9272              | 92.6        | 6.0         | 1.4         |
| ighton- |                      |                    |                                   |                                   |                   |             |             |             |
| lston   | 52,074               | 23.2               | 50,484                            | 2.82                              | 13,899            | 99.4        | .3          | .3          |

Source: 1960 U.S. Census,  
Bureau of the Census.



MEDIAN AGE 1960

|              | <u>Male.</u> | <u>Female.</u> |
|--------------|--------------|----------------|
| SMSA         | 30.4         | 33.6           |
| Boston       | 30.9         | 34.9           |
| Back Bay     |              |                |
| Beacon Hill. | 34.1         | 39.5           |
| Brighton-    |              |                |
| Allston.     | 33.2         | 40.7           |

Source: 1960 U.S. Census  
Bureau of the Census.



Sex of Head of Household and % of Households with 2 or  
Fewer People.

|                               | Census Tract                   | Male | Female. |
|-------------------------------|--------------------------------|------|---------|
| <u>Beacon Hill</u>            |                                |      |         |
|                               | K1                             | 63%  | 37%     |
|                               | 90% under 2                    |      |         |
|                               | K2                             | 65%  | 35%     |
|                               | 95% under 2                    |      |         |
| <u>Back Bay.</u>              |                                |      |         |
|                               | K3                             | 65%  | 35%     |
|                               | 93% under two people per unit. |      |         |
|                               | K4a                            | 61%  | 39%     |
|                               | 85% under 2                    |      |         |
|                               | K4b                            | 55%  | 45%     |
|                               | 94% under 2                    |      |         |
|                               | J1                             | 75   | 25      |
|                               | 78% under 2                    |      |         |
|                               | J3                             | 67   | 33      |
|                               | 81% under 2                    |      |         |
|                               | J4                             | 67   | 32      |
|                               | 70% under 2                    |      |         |
|                               | J5                             | 60   | 40      |
|                               | 89% under 2                    |      |         |
| <u>Brighton-<br/>Allston.</u> |                                |      |         |
|                               | Y1                             | 75   | 25      |
|                               | 53% under 2                    |      |         |
|                               | Y2                             | 75   | 25      |
|                               | 72% under 2                    |      |         |
|                               | Y3a                            | 60   | 40      |
|                               | 86% under 2                    |      |         |



Sex of Head of Household (Contd)

| Brighton-<br>Allston<br>(Contd) | Census Tract | <u>Male</u> | <u>Female.</u> |
|---------------------------------|--------------|-------------|----------------|
|                                 |              |             |                |
|                                 | Y3b          | 66%         | 34%            |
|                                 | 70% under 2  |             |                |
|                                 | Y4           | 75          | 25             |
|                                 | 48% under 2  |             |                |
|                                 | Y5a          | 75          | 25             |
|                                 | 55% under 2  |             |                |
|                                 | Y5b          | 68          | 31             |
|                                 | 73% under 2  |             |                |
|                                 | Y5c          | 58          | 41             |
|                                 | 66% under 2  |             |                |



RACE (wtd. by adults), 1969

|        | Brighton-<br>Allston. | Back Bay<br>Beacon Hill. |     |
|--------|-----------------------|--------------------------|-----|
| Black  | 5.3%                  | 2.9%                     | WPC |
|        | 3.6                   | 1.8                      | WPR |
| White  | 89.4                  | 93.1                     | WPC |
|        | 11.7                  | 11                       | WPR |
| Orient | 5.3                   | 2.9                      | WPC |
|        | 33.3                  | 16.7                     | WPR |
| Other  | 0                     | 0                        | WPC |
|        | 0                     | 0                        | WPR |
| N.A.   | 0                     | 0                        | WPC |
|        | 0                     | 0                        | WPR |

WPC = weight per column, i.e., percent of column total to be found in that cell.

WPR = weight per row, i.e. percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harv-MIT Joint Center.



ETHNICITY (wtd by adults), 1969

|                | Brighton-<br>Allston. | Back Bay<br>Beacon Hill |     |
|----------------|-----------------------|-------------------------|-----|
| Black          | 5.3%                  | 2.9%                    | WPC |
|                | 3.6                   | 1.8                     | WPR |
| Irish<br>Cath. | 16.8                  | 10.8                    | WPC |
|                | 8.3                   | 4.8                     | WPR |
| Ital.<br>Cath. | 7.1                   | 2.0                     | WPC |
|                | 6.2                   | 1.6                     | WPR |
| Jewish.        | 23.0                  | 17.6                    | WPC |
|                | 29.2                  | 20.2                    | WPR |
| Wasp           | 17.7                  | 24.5                    | WPC |
|                | 13.5                  | 16.9                    | WPR |
| Other          | 21.2                  | 16.7                    | WPC |
|                | 14.3                  | 10.1                    | WPR |
| NA             | 0                     | 0                       | WPC |
|                | 0                     | 0                       | WPR |
| Inap           | 8.8                   | 25.5                    | WPC |
|                | 8                     | 20.8                    | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Inap = Long time citizens who didn't know what they were.

Source: 1969 Boston Area Study, Harv-MIT Joint Center.



RELIGIOUS AFFILIATION (wtd by # of adults), 1969

|                        | Brighton-<br>Allston. | Back Bay<br>Beacon Hill. |     |
|------------------------|-----------------------|--------------------------|-----|
| Rom. Cath.             | 46.9%                 | 34.3%                    | WPC |
|                        | 9.1                   | 6.0                      | WPR |
| Prot.                  | 17.7                  | 26.5                     | WPC |
|                        | 7.1                   | 9.6                      | WPR |
| Jewish.                | 23.0                  | 13.7                     | WPC |
|                        | 31.0                  | 16.7                     | WPR |
| Cast orth.<br>& other. | 5.3                   | 5.9                      | WPC |
|                        | 14.3                  | 14.3                     | WPR |
| None or NA             | 7.1                   | 19.6                     | WPC |
|                        | 12.3                  | 30.8                     | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study,  
Harv-MIT Joint Center.



MARITAL STATUS 1960

Total over 14.    %Single.    %Married.    %Separated.    %Widowed.    %Divorced.

|                           |           |       |       |      |      |      |
|---------------------------|-----------|-------|-------|------|------|------|
| SMSA                      | 1,896,791 | 27.8% | 61.5% | 1.5% | 8.9% | 1.9% |
| Boston                    | 534,331   | 33.5  | 53.7  | 2.5  | 10.4 | 2.6  |
| Back Bay,<br>Beacon Hill. | 53,146    | 57.2  | 28.9  | 2.4  | 9.8  | 4.2  |
| Brighton-<br>Allston.     | 42,185    | 30.8  | 55.4  | 1.4  | 11.3 | 2.5  |

Source: 1960 U.S. Census,  
Bureau of the Census.



MARITAL STATUS (wtd by No. of adults), 1969

|            | Brighton-<br>Allston. | Back Bay<br>Beacon Hill |     |
|------------|-----------------------|-------------------------|-----|
| Married    | 57.5%                 | 28.4%                   | WPC |
|            | 10.8                  | 4.8                     | WPR |
| Single     | 29.2                  | 58.8                    | WPC |
|            | 12.1                  | 22.1                    | WPR |
| Widowed    | 9.7                   | 9.8                     | WPC |
|            | 10.2                  | 9.3                     | WPR |
| Divorced   | 1.8                   | 2.0                     | WPC |
|            | 6.3                   | 6.3                     | WPR |
| Separated. | 1.8                   | 1.0                     | WPC |
|            | 4.9                   | 2.4                     | WPR |
| NA         | 0                     | 0                       | WPC |
|            | 0                     | 0                       | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area  
Study.  
Harv-MIT Joint Center



HOUSEHOLDS AVERAGE SIZE.Census Tract.

|                      |    |      |
|----------------------|----|------|
| Brighton-<br>Allston | Y1 | 2.83 |
|                      | Y4 | 3.14 |
| Beacon Hill.         | K1 | 1.47 |
|                      | K2 | 1.50 |
| Back Bay             | J1 | 2.13 |
|                      | J5 | 1.58 |

HOUSEHOLDS WITH CHILDREN UNDER  
18 - OWN/RENT - BY %Census Tract.

|                      |    | <u>Own.</u> | <u>Rent.</u> |
|----------------------|----|-------------|--------------|
| Brighton-<br>Allston | Y1 | 21          | 79           |
|                      | Y4 | 37          | 62           |
| Beacon Hill          | K1 | 0           | 100          |
| Back Bay.            | J1 | 43          | 57           |
|                      | J5 | 8           | 92           |

TOTAL COMMERCIAL STRUCTURES IN CENSUS  
TRACT.

|                      |    |    |
|----------------------|----|----|
| Brighton-<br>Allston | Y1 | 1  |
|                      | Y4 | 13 |
| Beacon Hill          | K1 | 19 |
|                      | K2 | 35 |
| Back Bay.            | J1 | 22 |
|                      | J5 | 44 |



NUMBER OF PERSONS PER FAMILY, 1969

|              | Brighton-<br>Allston | Back Bay<br>Beacon Hill |     |
|--------------|----------------------|-------------------------|-----|
| 1            | 40.6%                | 71.0%                   | WPC |
|              | 16.4                 | 30.8                    | WPR |
| 2            | 26.6                 | 23.2                    | WPC |
|              | 11.8                 | 11.1                    | WPR |
| 3            | 14.1                 | 4.3                     | WPC |
|              | 12.2                 | 4.1                     | WPR |
| 4            | 6.3                  | 1.4                     | WPC |
|              | 6.3                  | 1.6                     | WPR |
| 5            | 4.7                  | 0                       | WPC |
|              | 5.8                  | 0                       | WPR |
| 6            | 3.1                  | 0                       | WPC |
|              | 8.3                  | 0                       | WPR |
| 7            | 4.7                  | 0                       | WPC |
|              | 16.7                 | 0                       | WPR |
| 8 or<br>more | 0                    | 0                       | WPC |
|              | 0                    | 0                       | WPR |
| NA           | 0                    | 0                       | WPR |
|              | 0                    | 0                       | WPR |

WPC = Weight per column i.e. percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
HARV-MIT Joint Center.



Number of Persons per Room, 1969

|               | Brighton-<br>Allston | Back Bay<br>Beacon Hill |     |
|---------------|----------------------|-------------------------|-----|
| Less than .50 | 53.1%                | 34.8%                   | WPC |
|               | 12.9%                | 9.1%                    | WPR |
| .50-1.0       | 35.9                 | 62.3                    | WPC |
|               | 9.3                  | 17.5                    | WPR |
| 1.01 or more  | 9.4                  | 2.9                     | WPC |
|               | 15.0                 | 5.0                     | WPR |
| NA            | 1.6                  | 0.0                     | WPC |
|               | 50.0                 | 0.0                     | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston Total to be found in that cell

Source: 1969 Boston Area Study  
Harv.-MIT Joint Center



NUMBER OF MINOR CHILDREN PER HOUSEHOLD, 1969

|           | Brighton-<br>Allston. | Back Bay<br>Beacon Hill |     |
|-----------|-----------------------|-------------------------|-----|
| 1         | 45.5%                 | 100%                    | WPC |
|           | 16.1                  | 4.8%                    | WPR |
| 2         | 18.2                  | 0                       | WPC |
|           | 6.1                   | 0                       | WPR |
| 3         | 13.6                  | 0                       | WPC |
|           | 8.8                   | 0                       | WPR |
| 4         | 13.6                  | 0                       | WPC |
|           | 10.7                  | 0                       | WPR |
| 5         | 9.1                   | 0                       | WPC |
|           | 18.2                  | 0                       | WPR |
| 6 or more | 0                     | 0                       | WPC |
|           | 0                     | 0                       | WPR |
| NA        | 0                     | 0                       | WPC |
|           | 0                     | 0                       | WPR |

WPC = Weight per column, i.e. percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harv-MI, Joint Center.



EDUCATION: ENROLLMENT & ACHIEVEMENT, 1960.

|                     | Total Children<br>in School. | % in Kinder-<br>garten. | % in Ele-<br>mentary. | % in High<br>School. | % in<br>College. | Median Years<br>completed in<br>school for persons<br>25 years or older. |
|---------------------|------------------------------|-------------------------|-----------------------|----------------------|------------------|--------------------------------------------------------------------------|
| USA                 | 618,521                      | 5.1%                    | 59.5%                 | 22.7%                | 12.5             | 12.1                                                                     |
| Boston              | 152,259                      | 5.5                     | 56.9                  | 21.9                 | 15.5             | 11.2                                                                     |
| Back Bay            |                              |                         |                       |                      |                  |                                                                          |
| Beacon Hill         | 12,988                       | .8                      | 13.6                  | 8.2                  | 76.7             | 13.1                                                                     |
| Brighton-<br>Easton | 10,173                       | 4.9                     | 49.2                  | 19.7                 | 27.2             | 12.2                                                                     |
|                     |                              |                         |                       |                      |                  |                                                                          |
|                     |                              |                         |                       |                      |                  |                                                                          |

Source: 1960 U.S. Census  
Bureau of the Census.



EDUCATIONAL ATTAINMENT (wtd by No. of adults), 1969

|                  | Brighton-<br>Allston | Back Bay<br>Beacon Hill |     |
|------------------|----------------------|-------------------------|-----|
| 8 Gr or<br>less. | 20.4%                | 5.9%                    | WPC |
|                  | 10.9                 | 2.8                     | WPR |
| 1-3 yr.<br>HS    | 9.7                  | 9.8                     | WPC |
|                  | 6.3                  | 5.7                     | WPR |
| HS Grad.         | 30.1                 | 23.5                    | WPC |
|                  | 9.9                  | 7.0                     | WPR |
| 1-3 yr.<br>Coll. | 28.3                 | 25.5                    | WPC |
|                  | 17.3                 | 14.1                    | WPR |
| Coll. Deg.       | 9.7                  | 22.5                    | WPC |
|                  | 13.4                 | 28.0                    | WPR |
| Higher Deg.      | 0                    | 12.7                    | WPC |
|                  | 0                    | 29.5                    | WPR |
| NA               | 1.8                  | 0                       | WPC |
|                  | 14.3                 | 0                       | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harv-MIT Joint Center.



EMPLOYMENT, 1960

|             | Total Work<br>Force. | % Male. | % Female. | % Male Unem-<br>ployed. | % Female Unem-<br>ployed. |
|-------------|----------------------|---------|-----------|-------------------------|---------------------------|
| SMSA        | 1,023,725            | 67.4%   | 32.6%     | 4.0%                    | 3.2%                      |
| Boston      | 288,246              | 63.0    | 37.0      | 5.5                     | 3.9                       |
| Jack Bay,   |                      |         |           |                         |                           |
| Beacon Hill | 32,971               | 48.8    | 51.2      | 5.7                     | 2.8                       |
| Brighton-   |                      |         |           |                         |                           |
| Allston.    | 24,848               | 57.3    | 42.7      | 3.5                     | 2.7                       |

Source: 1960 U.S. Census  
Bureau of the Census



# MALE OCCUPATIONS, 1960

|                         | Prof.<br>Tech.&<br>Kindred. | Mngrl.Offrs.<br>Proprietors. | Clerical | Sales | Crafts-<br>men. | Opera-<br>tives. | Pri-<br>vate<br>House-<br>hold. | Service. | Labrs. | Not<br>Reported. |
|-------------------------|-----------------------------|------------------------------|----------|-------|-----------------|------------------|---------------------------------|----------|--------|------------------|
| MSA                     | 14.8%                       | 11.5%                        | 9.0%     | 8.5%  | 19.9%           | 16.7%            | 1.8%                            | 8.0%     | 5.4%   | 6.0%             |
| Don                     | 10.9                        | 7.5                          | 10.9     | 6.6   | 18.1            | 19.0             | 2.1                             | 12.3     | 6.8    | 8.4              |
| ack Bay<br>eacon<br>111 | 27.5                        | 12.4                         | 12.2     | 8.4   | 9.3             | 7.8              | .5                              | 11.6     | 2.6    | 19.6             |
| righton<br>llston       | 18.6                        | 12.0                         | 11.0     | 12.1  | 14.8            | 12.7             | .1                              | 8.6      | 3.9    | 6.0              |

Source: 1960 U.S. Census  
Bureau of the Census.



# FEMALE OCCUPATIONS, 1960

|                             |                              |                 |                 |                  |                                 |          |        |               |
|-----------------------------|------------------------------|-----------------|-----------------|------------------|---------------------------------|----------|--------|---------------|
| Prof.<br>Tech.&<br>Kindred. | Mngrl.Offrs.<br>Proprietors. | Clerical.Sales. | Crafts-<br>men. | Opera-<br>tives. | Pri-<br>Vate<br>House-<br>hold. | Service. | Labrs. | Not<br>Report |
|-----------------------------|------------------------------|-----------------|-----------------|------------------|---------------------------------|----------|--------|---------------|

|                   |       |       |       |       |       |       |       |       |       |       |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| MSA               | 14.2% | 2.9%  | 35.2% | 7.3%  | 1.2%  | 16.4% | 3.7%  | 10.5% | .36%  | 7.71% |
| oston             | 12.8% | 2.44% | 35.0% | 4.76% | 1.23% | 12.9% | 2.76% | 11.7% | .352% | 10.9% |
| ock Bay<br>acon   |       |       |       |       |       |       |       |       |       |       |
| ill.              | 22.9% | 4.37% | 31.3% | 3.5%  | .68%  | 11.0% | 3.24% | 9.44% | .31%  | 20.8% |
| righton<br>llston | 18.6% | 12.0% | 11.1% | 12.1% | 14.8% | 14.9% | .65%  | 8.65% | .407% | 6.0%  |

Source: 1960 U.S. Census,  
Bureau of the Census.



OCCUPATION OF RESPONDENT (wtd by No. of adults), 1969

|                  | Brighton-Allston. | Back Bay, Beacon Hill. |     |
|------------------|-------------------|------------------------|-----|
| Pro.             | 19.5%             | 16.7                   | WPC |
|                  | 16.5              | 12.8                   | WPR |
| Mangr.           | 2.7               | 12.7                   | WPC |
|                  | 5.0               | 21.7                   | WPR |
| Cler.            | 10.6              | 28.4                   | WPC |
|                  | 8.1               | 19.6                   | WPR |
| Sales.           | 3.5               | 3.9                    | WPC |
|                  | 14.3              | 14.3                   | WPR |
| Craft<br>Foreman | 6.2               | 2.9                    | WPC |
|                  | 8.1               | 3.5                    | WPR |
| Skill<br>Labor   | 10.6              | 4.9                    | WPC |
|                  | 10.4              | 4.3                    | WPR |
| Service          | 17.7              | 10.8                   | WPC |
|                  | 14.8              | 8.1                    | WPR |
| Unskill          | 0                 | 0                      | WPC |
|                  | 0                 | 0                      | WPR |
| NA               | 0                 | 2.0                    | WPC |
|                  | 0                 | 18.2                   | WPR |
| None             | 29.2              | 17.6                   | WPC |
|                  | 10.4              | 5.7                    | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harv-MIT Joint Center.



# FAMILY INCOME 1959

|         | %Families<br>with incomes<br>under 1000 | %w/incomes<br>1000-2999 | %w/incomes<br>3000-4999 | %w/incomes<br>5000-9999 | %w/incomes<br>10,000-14,999 | %w/incomes<br>over 15,000 | Median<br>Income. |
|---------|-----------------------------------------|-------------------------|-------------------------|-------------------------|-----------------------------|---------------------------|-------------------|
| ...     | 2.5%                                    | 8.7%                    | 17.3%                   | 50.3%                   | 14.4%                       | 7.1%                      | 6,687             |
| ston    | 3.5                                     | 13.2                    | 22.2                    | 47.5                    | 10.2                        | 3.3                       | 5,747             |
| ck Bay  |                                         |                         |                         |                         |                             |                           |                   |
| acon    |                                         |                         |                         |                         |                             |                           |                   |
| l.      | 4.9                                     | 15.8                    | 22.7                    | 37.0                    | 9.2                         | 10.5                      | 6,223             |
| ighton- |                                         |                         |                         |                         |                             |                           |                   |
| lston   | 1.9                                     | 9.1                     | 19.8                    | 52.1                    | 12.9                        | 4.0                       | 6,453             |

Source: 1960 U.S. Census  
Bureau of the Census.



PER CAPITA EXPENDITURE PATTERN.

|        | <u>Food.</u> | <u>Variety.</u> | <u>Hardware.</u> | <u>drugs.</u> |
|--------|--------------|-----------------|------------------|---------------|
| Area 1 | \$400        | \$30            | \$25             | \$65          |
| Area 2 | \$380        | \$30            | \$20             | \$60          |
| Area 3 | \$320        | \$25            | \$15             | \$50          |

the total sales potential generated within each trade area are arrived at by multiplying total population in the area with the per capita expenditures made in each retail category. This total potential is shown in the following table.



PLACE OF WORK, 1960

|                      | Inside SMSA. | Boston City. | Outside SMSA |
|----------------------|--------------|--------------|--------------|
| SMSA                 | 96.7%        | 43.0%        | 3.3%         |
| Boston               | 97.7%        | 81.4         | 2.3          |
| Back Bay             |              |              |              |
| Beacon Hill          | 96.5         | 80.5         | 3.5          |
| Brighton-<br>Allston | 98.0         | 71.2         | 2.0          |

Source: 1960 U.S. Census  
Bureau of the Census.



MEANS OF TRANSPORTATION.

|                           | Automobile. | Railroad. | Subway. | Bus or<br>Street-<br>car. | Walk. | Other. | Work at<br>Home. | Not<br>Reported. |
|---------------------------|-------------|-----------|---------|---------------------------|-------|--------|------------------|------------------|
| SMSA                      | 56.6%       | 1.5%      | 12.7%   | 9.6%                      | 10.8% | 1.5%   | 2.8%             | 5.6%             |
| Boston                    | 34.8        | .5        | 26.4    | 13.1                      | 12.7  | 1.3    | 3.9              | 7.7              |
| Back Bay,<br>Beacon Hill. | 19.4        | .3        | 21.2    | 7.7                       | 28.3  | 2.4    | 4.1              | 16.7             |
| Brighton-<br>Ailston.     | 43.8        | .1        | 19.8    | 21.5                      | 7.2   | 1.0    | 1.8              | 4.6              |

Source: 1960 U.S. Census  
Bureau of the Census.



BACK BAY - OCCUPATION OF THOSE WHO RENT.

|                  | Professional &<br>Technical. | Managerial &<br>Proprietary. | Non-Managerial &<br>Proprietary. |
|------------------|------------------------------|------------------------------|----------------------------------|
| Census<br>Tract. |                              |                              |                                  |
| K3               | 22                           | 13                           | 20                               |
| K4a              | 15                           | 11                           | 27                               |
| K4b              | 16                           | 5                            | 29                               |
| K5               | 18                           | 19                           | 30                               |
| J1               | 14                           | 5                            | 48                               |
| J3               | 15                           | 25                           | 25                               |
| J4               | 8                            | 6                            | 78                               |
| J5               | 11                           | 5                            | 31                               |

BRIGHTON-ALLSTON - OCCUPATION OF THOSE WHO RENT.

|                  | Professional &<br>Technical. | Managerial &<br>Proprietary. | Non-Managerial &<br>Proprietary. |
|------------------|------------------------------|------------------------------|----------------------------------|
| Census<br>Tract. |                              |                              |                                  |
| Y1               | 7                            | 4                            | 62                               |
| Y2               | 6                            | 2                            | 50                               |
| Y3a              | 13                           | 6                            | 34                               |
| Y4               | 13                           | 7                            | 50                               |
| Y5a              | 14                           | 9                            | 43                               |
| Y5b              | 17                           | 13                           | 30                               |
| Y5c              | 15                           | 7                            | 37                               |

BEACON HILL - OCCUPATION OF THOSE WHO RENT.

|                  | Professional &<br>Technical. | Managerial &<br>Proprietary. | Non-Managerial &<br>Proprietary. |
|------------------|------------------------------|------------------------------|----------------------------------|
| Census<br>Tract. |                              |                              |                                  |
| K1               | 21                           | 5                            | 35                               |
| K2               | 22                           | 12                           | 27                               |



BRIGHTON-ALLSTON - STATUS OF THOSE WHO RENT.

|               | <u>Work.</u> | <u>Retired.</u> | <u>Student.</u> |
|---------------|--------------|-----------------|-----------------|
| Census Tract. |              |                 |                 |
| Y1            | 73           | 6               | 3               |
| Y2            | 58           | 8               | 12              |
| Y3a           | 55           | 16              | 20              |
| Y3b           | 66           | 23              | 3               |
| Y4            | 71           | 10              | 8               |
| Y5a           | 66           | 8               | 4               |
| Y5b           | 60           | 15              | 14              |
| Y5c           | 60           | 18              | 12              |

BACK BAY - STATUS OF THOSE WHO RENT.

|               | <u>Work.</u> | <u>Retired.</u> | <u>Student.</u> |
|---------------|--------------|-----------------|-----------------|
| Census Tract. |              |                 |                 |
| K3            | 56           | 4               | 21              |
| K4a           | 54           | 3               | 30              |
| K4b           | 51           | 12              | 28              |
| K5            | 68           | 11              | 10              |
| J1            | 67           | 14              | 3               |
| J3            | 66           | 7               | 7               |
| J4            | 62           | 24              | -               |
| J5            | 48           | 16              | 24              |

BEACON HILL - STATUS OF THOSE WHO RENT.

|               | <u>Work.</u> | <u>Retired.</u> | <u>Student.</u> |
|---------------|--------------|-----------------|-----------------|
| Census Tract. |              |                 |                 |
| K1            | 62           | 7               | 21              |
| K2            | 62           | 9               | 14              |

Source: 1968 Polk Data.



BRIGHTON-ALLSTON - OCCUPATION OF THOSE WHO OWN.

| Census Tract | Professional &<br>Technical. | Managerial &<br>Proprietary. | Non. Prof. & Tec<br>Mngrl. & Prop. |
|--------------|------------------------------|------------------------------|------------------------------------|
| Y1           | -                            | 3                            | 60                                 |
| Y2           | 6                            | 16                           | 50                                 |
| Y3a          | -                            | 33                           | 67                                 |
| Y3b          | 10.7                         | 7                            | 39                                 |
| Y4           | 10                           | 13                           | 41                                 |
| Y5a          | 13                           | 13                           | 45                                 |
| Y5b          | 11                           | 30                           | 37                                 |
| Y5c          | -                            | 13                           | 60                                 |

BACK BAY - OCCUPATION OF THOSE WHO OWN.

| Census Tract | Professional &<br>Technical. | Managerial &<br>Proprietary. | Non. Prof. & Tech<br>Mngrl. & Prop. |
|--------------|------------------------------|------------------------------|-------------------------------------|
| K3           | 25                           | 25                           | -                                   |
| K4a          | 50                           | 50                           | -                                   |
| K4b          | 16                           | -                            | 66                                  |
| K5           | 12                           | 62                           | -                                   |
| J1           | 6                            | 31                           | 25                                  |
| J3           | -                            | 33                           | 33                                  |
| J4           | -                            | 20                           | 40                                  |
| J5           | -                            | 50                           | 50                                  |

BEACON HILL - OCCUPATION OF THOSE WHO OWN.

| Census Tract. | Prof. & tech. | Mngrl. & Prop. | Non. Prof. & Tech<br>Mngrl. & Prop. |
|---------------|---------------|----------------|-------------------------------------|
| K1            | -             | 50             | 25                                  |
| K2            | 26            | 34             | 13                                  |

Source: 1968 Polk Data.



EMPLOYMENT STATUS - TOTAL HEAD OF  
HOUSEHOLD

|                |                  | Prof. &<br>Tech. | Mngrl. &<br>Proprietary. | Non-Prof. Tech.<br>& Prop. | Armed<br>Forces. | Student. | Retired. |
|----------------|------------------|------------------|--------------------------|----------------------------|------------------|----------|----------|
|                | Census<br>Tract. |                  |                          |                            |                  |          |          |
| ghton-<br>ston | Y1               | 5                | 4                        | 63                         | 0                | 3        | 13       |
|                | Y4               | 28               | 22                       | 109                        | 1                | 12       | 35       |
| acon<br>1      | K1               | 41               | 25                       | 37                         | 1                | 38       | 8        |
| Bay            | J1               | 11               | 9                        | 36                         | 0                | 2        | 12       |
|                | J5               | 26               | 12                       | 71                         | 0                | 53       | 36       |

HOUSEHOLDS WITH CHILDREN UNDER 18  
POPULATION SIZE OF HOUSEHOLDS.

|                 |                 | Unders<br>18 | Overs<br>18 | 1 & 2 Person<br>Households. | 6 or more<br>Households. |
|-----------------|-----------------|--------------|-------------|-----------------------------|--------------------------|
|                 | Census<br>Tract |              |             |                             |                          |
| ghton-<br>lston | Y1              | 91           | 227         | 64                          | 9                        |
|                 | Y4              | 281          | 548         | 135                         | 39                       |
| acon<br>11      | K1              | 16           | 245         | 183                         | 2                        |
| ck Bay          | J1              | 28           | 174         | 99                          | 12                       |
|                 | J5              | 31           | 419         | 318                         | 5                        |

Source: 1968 Polk Data.



BRIGHTON-ALLSTON - STATUS OF THOSE WHO OWN.

|               | <u>Work.</u> | <u>Retired.</u> | <u>Student.</u> |
|---------------|--------------|-----------------|-----------------|
| Census Tract. |              |                 |                 |
| Y1            | 63           | 26              | 3               |
| Y2            | 73           | 17              | 11              |
| Y3a           | 100          | -               | -               |
| Y3b           | 57           | 28              | -               |
| Y4            | 65           | 23              | -               |
| Y5a           | 73           | 10              | -               |
| Y5b           | 77           | 13              | 2               |
| Y5c           | 73           | 7               | -               |

BACK BAY - STATUS OF THOSE WHO OWN.

|               | <u>Work.</u> | <u>Retired.</u> | <u>Student.</u> |
|---------------|--------------|-----------------|-----------------|
| Census Tract. |              |                 |                 |
| K3            | 50           | 25              | -               |
| K5            | 75           | 12.5            | -               |
| K4a           | 100          | -               | -               |
| K4b           | 83           | -               | -               |
| J1            | 62           | 12              | -               |
| J3            | 66           | 33              | -               |
| J4            | 60           | 40              | -               |
| J5            | 100          | -               | -               |

BEACON HILL - STATUS OF THOSE WHO OWN.

|               | <u>Work.</u> | <u>Retired.</u> | <u>Student.</u> |
|---------------|--------------|-----------------|-----------------|
| Census Tract. |              |                 |                 |
| K1            | 75           | -               | -               |
| K2            | 73           | 9               | -               |

Source: 1968 Polk Data.



HOUSEHOLD MOBILITY INDEX.

|                      |    | <u>Total</u><br><u>New Households</u> | <u>New Households</u><br><u>Owned.</u> | <u>New Households</u><br><u>Rented.</u> |
|----------------------|----|---------------------------------------|----------------------------------------|-----------------------------------------|
| Census Tract.        |    |                                       |                                        |                                         |
| Brighton-<br>Allston | Y1 | 10/120                                | 0                                      | 10                                      |
|                      | Y4 | 59/284                                | 3                                      | 56                                      |
| Beacon Hill.         | K1 | 85/206                                | 0                                      | 85                                      |
| Back Bay             | J1 | 45/129                                | 1                                      | 44                                      |
|                      | J5 | 135/361                               | 1                                      | 134                                     |
|                      |    | 180/490                               |                                        |                                         |

HOUSING UNITS - OCCUPIED VACANT.

|                       |    | <u>Occupied</u> | <u>Vacant</u> | <u>Total.</u> |
|-----------------------|----|-----------------|---------------|---------------|
| Census Tract.         |    |                 |               |               |
| Brighton-<br>Allston. | Y1 | Not available.  | Not available | N.A.          |
|                       | Y4 |                 |               |               |
| Beacon Hill           | K1 | 206             | 20            | 226           |
| Back Bay              | J1 | 129             | 19            | 148           |
|                       | J5 | 361             | 37            | 398           |

Source: 1968 Polk Data.



# HOUSING, 1960.

| Owner<br>Occupied | Renter<br>Occupied | Available<br>Vacant | Sound | Deter. | Dilap. | Median<br>No. of<br>Rooms. | Median<br>No. of<br>Persons<br>per unit<br>in owned<br>Dwellings. | Median No.<br>of Persons<br>per unit<br>in Rented<br>Dwellings. |
|-------------------|--------------------|---------------------|-------|--------|--------|----------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------|
|-------------------|--------------------|---------------------|-------|--------|--------|----------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------|

|                      |       |       |      |       |      |      |      |     |     |
|----------------------|-------|-------|------|-------|------|------|------|-----|-----|
| ISA                  | 50.9% | 46.6% | 2.5% | 87.1% | 10.7 | 2.2% | 5.2. | 3.4 | 2.4 |
| ston                 | 26.2  | 70.2  | 3.6  | 79.1  | 16.8 | 4.1  | 4.6  | 3.2 | 2.3 |
| k<br>ay              |       |       |      |       |      |      |      |     |     |
| eacon<br>ill         | 5.7   | 89.6  | 4.7  | 89.6  | 10.1 | .3   | 2.8  | 2.5 | 1.5 |
| righton-,<br>llston. | 19.9  | 77.4  | 2.7  | 96.5  | 2.6  | .9   | 4.4  | 3.2 | 2.4 |

Source: 1960 U.S. Census  
Bureau of the Census.



CONDITION OF HOUSING, 1969

|                | Brighton-<br>Allston. | Back Bay<br>Beacon Hill |     |
|----------------|-----------------------|-------------------------|-----|
| Dilapidated    | 0%                    | 2.9%                    | WPC |
|                | 0                     | 28.6                    | WPR |
| Deteriorating. | 9.4                   | 14.5                    | WPC |
|                | 9.1                   | 15.2                    | WPR |
| Sound          | 67.2                  | 66.7                    | WPC |
|                | 12.7                  | 13.6                    | WPR |
| Excellent.     | 21.9                  | 14.5                    | WPC |
|                | 11.5                  | 8.2                     | WPR |
| N.A.           | 1.6                   | 1.4                     | WPC |
|                | 5.6                   | 5.6                     | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that row.

Source: 1969 Boston Area Study.  
Harv-MIT Joint Center.



DWELLING DENSITY & MARKET VALUE, 1960

|            | .50 or Less<br>Persons per<br>Room. | 0.51 to 0.75<br>Persons per<br>Room. | 0.76 to 1.00<br>Persons per<br>Room. | 1.01 or more<br>Persons per<br>Room. | Owner Occupied<br>Median Value of<br>Dwelling Unit. |
|------------|-------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|-----------------------------------------------------|
| MSA        | 46.2%                               | 25.2%                                | 22.7%                                | 6.6%                                 | \$ 15,900                                           |
| Boston.    | 44.4                                | 22.2                                 | 25.2                                 | 18.0                                 | 13,500                                              |
| Back Bay   |                                     |                                      |                                      |                                      |                                                     |
| acon Hill, | 50.5                                | 18.5                                 | 26.8                                 | 4.4                                  | 20,370                                              |
| Brighton-  |                                     |                                      |                                      |                                      |                                                     |
| Allston.   | 49.8                                | 28.4                                 | 17.4                                 | 4.5                                  | 15,150                                              |

Source: 1960 U.S. Census  
Bureau of the Census.



GROSS RENTAL SPREAD, 1969

|             | Brighton-<br>Allston | Back Bay<br>Beacon Hill. |     |
|-------------|----------------------|--------------------------|-----|
| LT 60       | 0%                   | 6.0%                     | WPC |
|             | 0                    | 18.2                     | WPR |
| 60-79       | 7.7                  | 7.5                      | WPC |
|             | 8.3                  | 10.4                     | WPR |
| 80-99       | 3.8                  | 20.9                     | WPC |
|             | 4.7                  | 32.6                     | WPR |
| 100-119     | 21.2                 | 16.4                     | WPC |
|             | 19.0                 | 19.0                     | WPR |
| 120-139     | 21.2                 | 23.9                     | WPC |
|             | 13.4                 | 19.5                     | WPR |
| 140-159     | 21.2                 | 9.0                      | WPC |
|             | 18.6                 | 10.2                     | WPR |
| 160-199     | 19.2                 | 7.5                      | WPC |
|             | 25.0                 | 12.5                     | WPR |
| 200 or more | 3.8                  | 7.5                      | WPC |
|             | 7.4                  | 18.5                     | WPR |
| NA          | 1.9                  | 1.5                      | WPC |
|             | 14.3                 | 14.3                     | WPR |

WPC = Weight per column, i.e. percent of column to be found in that cell.  
WPR = Weight per row, i.e. percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study.  
Harv-MIT Joint Center.



# RENT INCREASE IN PAST YEAR, 1969

|                | Brighton-<br>Allston | Back Bay<br>Beacon Hill |     |
|----------------|----------------------|-------------------------|-----|
| less than 5.0% | 25.8%                | 29.6%                   | WPC |
|                | 13.8%                | 13.8%                   | WPR |
| 5.0 - 7.4%     | 19.4                 | 29.6                    | WPC |
|                | 20.7                 | 27.6                    | WPR |
| 7.5 - 9.9%     | 22.6                 | 11.1                    | WPC |
|                | 25.9                 | 11.1                    | WPR |
| 10.0 - 14.9%   | 19.4                 | 14.8                    | WPC |
|                | 31.6                 | 21.1                    | WPR |
| 15.0 - 19.9%   | 6.5                  | 0.0                     | WPC |
|                | 28.6                 | 0.0                     | WPR |
| 20.0 - 24.9%   | 0.0                  | 11.1                    | WPC |
|                | 0.0                  | 50.0                    | WPR |
| 25.0 +         | 3.2                  | 3.7                     | WPC |
|                | 11.1                 | 11.1                    | WPR |
| NA             | 3.2                  | 0.0                     | WPC |
|                | 33.0                 | 0.0                     | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1960 Boston Area Study  
Harv.-MIT Joint Center



# HOUSING COST AS A PERCENT OF INCOME, 1969

|               | Brighton-<br>Allston | Back Bay<br>Beacon Hill |            |
|---------------|----------------------|-------------------------|------------|
| Less than 10% | 1.8%<br>3.1%         | 5.1%<br>9.4%            | WPC<br>WPR |
| 10-14%        | 12.5<br>10.1         | 11.9<br>10.1            | WPC<br>WPR |
| 15-19%        | 23.2<br>13.5         | 22.0<br>13.5            | WPC<br>WPR |
| 20-24%        | 14.3<br>10.5         | 20.3<br>15.8            | WPC<br>WPR |
| 25-29%        | 15.4<br>8.3          | 10.2<br>16.7            | WPC<br>WPR |
| 30-34%        | 12.5<br>16.3         | 5.1<br>7.0              | WPC<br>WPR |
| 35-49%        | 17.9<br>12.0         | 18.6<br>13.3            | WPC<br>WPR |
| Over 50%      | 12.5<br>17.5         | 6.8<br>10.0             | WPC<br>WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harvard-MIT Joint Center



# HOME TENURE, 1969

|       | Brighton-<br>Allston. | Back Bay<br>Beacon Hill |     |
|-------|-----------------------|-------------------------|-----|
| Own   | 12.5%                 | 1.4%                    | WPC |
|       | 5.2                   | .6                      | WPR |
| Rent  | 82.8                  | 98.6                    | WPC |
|       | 13.7                  | 17.5                    | WPR |
| Other | 3.1                   | 0                       | WPC |
|       | 28.6                  | 0                       | WPR |
| NA    | 1.6                   | 0                       | WPC |
|       | 33.3                  | 0                       | WPR |

WPC = Weight per column, i.e. percent of column to be found in that cell.

WPR = Weight per row, i.e. percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harv-MII Joint Center.



HOLLINGSHEAD SOCIAL CLASS FOR HEAD, 1969

|    | Brighton-<br>Allston. | Back Bay<br>Beacon Hill |     |
|----|-----------------------|-------------------------|-----|
| 1  | 4.7%                  | 4.3%                    | WPC |
|    | 15.8%                 | 15.8%                   | WPR |
| 2  | 14.1                  | 21.7                    | WPC |
|    | 15.8                  | 26.3                    | WPR |
| 3  | 21.9                  | 31.9                    | WPC |
|    | 16.1                  | 25.3                    | WPR |
| 4  | 26.6                  | 29.0                    | WPC |
|    | 9.3                   | 11.0                    | WPR |
| 5  | 26.6                  | 8.7                     | WPC |
|    | 9.3                   | 3.3                     | WPR |
| NA | 6.3                   | 4.3                     | WPC |
|    | 16.0                  | 12.0                    | WPR |

WPC = Weight per column, i.e. percent of column to be found in that cell.

WPR = Weight per row, i.e. percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study.  
Harv-MIT Joint Study.



## DESCRIPTION OF HOLLINGSHEAD INDEX:

### The Index of Social Position

The Index of Social Position was developed to meet the need for an objective, easily applicable procedure to estimate positions individuals occupy in the status structure of the community. Its development was dependent upon detailed knowledge of the community's social structure and procedures of social scientists. It is premised upon three assumptions: (1) the existence of class structure in the community, (2) that class status positions are determined mainly by a few commonly accepted symbolic characteristics, namely occupation, residence, and education, and (3) the symbolic characteristics may be scaled and combined easily and reliably.

The Index ranges from I to V. Executives and professional men head class I families. Class I is the most highly educated segment of the population. Over 98 percent of the Class I respondents think there are "social classes" in the community and 93% of them characterize themselves as either "upper" class or "upper-middle" class. A core group composed of pace-setting, commonly recognized "old families" who have a self-contained social, ethnic, and religious life, enjoys the highest prestige and power positions in the status system.

At the opposite end of the Index respondents demonstrate that low and intermittent incomes preclude systematic savings. Median income is low and money for the necessities of life is an ever-present problem. Over two thirds of class V live in crowded old tenement areas of the city. Most Class V persons are isolated from the rest of the community by their location in the slums, recent arrival, and strong ethnic roots.



TABLE 1

## STUDENT ENROLLMENT TREND OF FIFTY SELECTED

## EDUCATIONAL INSTITUTIONS IN METROPOLITAN BOSTON

| Academic<br>Year                  | All<br>Students. | Full-Time<br>Undergraduate. | Full-Time<br>Graduate. | Total<br>Full-Time | Part-Time<br>Graduate &<br>Undergraduate. |
|-----------------------------------|------------------|-----------------------------|------------------------|--------------------|-------------------------------------------|
| 1959-60                           | 82,403           | 45,425                      | 15,014                 | 60,439             | 21,964                                    |
| 1965-66                           | 108,764          | 62,205                      | 18,659                 | 80,864             | 27,900                                    |
| 1968-69                           | 132,531          | 81,119                      | 22,413                 | 103,532            | 28,999                                    |
| Increase<br>1959-60 to<br>1968-69 | 50,128           | 35,694                      | 7,399                  | 43,093             | 7,035                                     |
| Total Percent<br>Increase.        | 60.8%            | 78.6%                       | 49.5%                  | 71.3%              | 32.0%                                     |

Source: New England Board of Education, Facts About New England Colleges and Universities, Annual issues.



TABLE 2  
1968-69 STUDENT ENROLLMENT IN THE NINE-SCHOOL SAMPLE

| <u>Schools.</u>                                               | <u>All Students.</u> | <u>Full-Time Under-Graduates</u> | <u>Full-Time Graduates.</u> | <u>Total Full-Time.</u> |
|---------------------------------------------------------------|----------------------|----------------------------------|-----------------------------|-------------------------|
| Boston College                                                | 8,813                | 5,921                            | 1,801                       | 7,722                   |
| Boston Univ.                                                  | 19,414               | 12,868                           | 3,197                       | 16,065                  |
| Boston State.                                                 | 4,401                | 4,261                            | 0,062                       | 4,323                   |
| Harvard                                                       | 13,959               | 4,834                            | 9,125                       | 13,959                  |
| M.I.T.                                                        | 8,294                | 3,857                            | 3,873                       | 7,730                   |
| Northeastern <sup>1</sup>                                     | 34,502               | 12,431                           | 0,777                       | 13,208                  |
| Simmons                                                       | 2,090                | 1,403                            | 0,291                       | 1,694                   |
| Tufts                                                         | 6,488                | 4,401                            | 1,599                       | 6,000                   |
| U. of Mass.                                                   | 3,370                | 3,282                            | 0,000                       | 3,282                   |
| <hr/>                                                         |                      |                                  |                             |                         |
| Total Nine-School Sample                                      | 101,331              | 53,258                           | 20,725                      | 73,983                  |
| Total Fifty Schools                                           | 132,531              | 81,119                           | 22,413                      | 103,532                 |
| Nine-School Enrollments as Percentage of Boston Area Schools. | 76.45%               | 65.65%                           | 92.46%                      | 71.45%                  |

Source: New England Board of Education, Facts About New England Colleges and Universities, Annual issues.

<sup>1</sup> The Co-op system at Northeastern University results in a reduced number of full-time students to the equivalent of 10,000 on-campus.



TABLE 4  
NUMBERS AND LOCATIONS OF FULL-TIME STUDENTS RESIDING IN PRIVATE  
APARTMENTS 1968-69

|                           | Boston College<br>(Undergrad. & Grad.) |                  | Boston University.<br>(Undergrad. & Grad) |       | Harvard <sup>1</sup><br>(Undergrad. & Grad) |                  |
|---------------------------|----------------------------------------|------------------|-------------------------------------------|-------|---------------------------------------------|------------------|
| Boston <sup>2</sup>       | 227                                    |                  | 1,103                                     | 653   |                                             |                  |
| Brighton                  | 624                                    |                  | 599                                       | 264   |                                             | 805 <sup>3</sup> |
| Allston                   | 157                                    |                  | 514                                       | 217   |                                             |                  |
| Brookline                 | 266                                    |                  | 664                                       | 329   |                                             | 189              |
| Cambridge                 | 55                                     |                  | 302                                       | 260   | 601                                         | 3,113            |
| Other communities.        | 232                                    |                  | 192                                       | 450   |                                             | 1,434            |
| <hr/>                     |                                        |                  |                                           |       |                                             |                  |
| Boston Total <sup>4</sup> | 674                                    | 334              | 2,216                                     | 1,134 | 153                                         | 652              |
| <hr/>                     |                                        |                  |                                           |       |                                             |                  |
| Total<br>Full-time        | 1000                                   | 561 <sup>4</sup> | 3,374                                     | 2,173 | 1,167                                       | 4,975            |
| <hr/>                     |                                        |                  |                                           |       |                                             |                  |
| Total                     | 1,561                                  |                  | 5,547                                     |       | 6,142                                       |                  |

Source: Data obtained by questionnaire distributed by The Urban Institute of Boston University.

Note: This table indicates those full-time students who maintain residence in apartments, which are not university-owned or managed, and not living with parents or guardians.

<sup>1</sup> Enrollment figures for Harvard represent students residing outside of university housing.

<sup>2</sup> City of Boston except Brighton and Allston.

<sup>3</sup> Figure could not be broken down to illustrate Brighton and Allston. Thus figure includes all of Boston.

<sup>4</sup> To estimate the number of graduate students at Boston College, their planning office believes that 70% of the total students in apartments are undergraduates; thus, we can assume that there are about 800 students.



INSTITUTIONS IN THE BACK BAY GNRP\*

(By Location)

BEACON STREET

Street Number

Institution

|     |                                           |
|-----|-------------------------------------------|
| 100 | Emerson College Dormitory                 |
| 111 | Butera School of Arts                     |
| 112 | Fischer Junior College Dormitory          |
| 130 | Emerson College                           |
| 131 | Carty Hall (Fischer Junior College)       |
| 143 | Emerson College                           |
| 160 | Burdett College                           |
| 168 | Institute for Speech Corrections          |
| 175 | Burdett College Hammond House             |
| 181 | Andrew Hall (Fischer Junior College)      |
| 184 | Divine World Missionaries                 |
| 190 | International Institution of Boston, Inc. |
| 206 | Forbes Hall Dormitory                     |
| 264 | National Heart Institute                  |
|     | Boston Aeronautical Lab., Inc.            |
| 347 | Human Engineering Lab., Inc.              |
|     | O'Connor Johnson Research Foundation      |
| 350 | Beacon Neuropsychiatric Center            |
|     | The Center for EEG Clinics                |
| 412 | MacAusland Clinic Building                |
| 448 | Chendley School for Women                 |

BOYLSTON STREET

|     |                                                      |
|-----|------------------------------------------------------|
| 351 | The Benevolent Fraternity of Unitarian Churches      |
| 355 | Arlington Street Church                              |
| 359 | International Dance Studio                           |
| 367 | Hickox Secretarial School                            |
| 393 | Murray Dance Studios                                 |
| 400 | Fairview Summer School                               |
|     | Educational Advisory Center                          |
| 410 | Clarendden School                                    |
| 420 | (Berkeley Building) #215 Boston Opera<br>Institution |

\*SOURCE: Boston Street Directory, 1962 and own field observations.  
All institutions, educational-private, educational-public, medical, and religious, are listed street-wise according to their location (house number).



|     |                                                                 |
|-----|-----------------------------------------------------------------|
| 476 | Dale Academy of Hair and Beauty Culture                         |
| 543 | Shaw Preparatory School                                         |
| 565 | Community Church Center                                         |
| 581 | Zions Herald-Methodist Church                                   |
| 607 | Ward Schools of Business                                        |
| 687 | Cambridge School                                                |
| 688 | Boston University School of Basic Studies                       |
| 739 | (Boston Office Building) #517 Copley<br>Secretarial Institution |
| 755 | Mass. Dept. of Public Health                                    |
| 815 | Perry Normal School                                             |
| 833 | New-England Broadcasting School                                 |
| 867 | Bentley College of Accounting and Financing                     |
| 899 | New England School for Investigators                            |
| 921 | Bentley College                                                 |

#### ST. CELILIA STREET

|    |                    |
|----|--------------------|
| 30 | St. Celilia Church |
|----|--------------------|

#### COMMONWEALTH AVENUE

|         |                                             |
|---------|---------------------------------------------|
| 5       | Boston Center for Adult Education           |
| 15      | Psychoanalytical Society and Institute      |
| 21      | Chamberlayne Junior College Men's Dormitory |
| 27      | Massachusetts General Hospital              |
| 35      | Academic Moderne Inc., School               |
| 36      | St. Martha Catholic Center                  |
| 40      | American Assoc. of University Women         |
| 49      | Simons College, School of Retailing         |
| 63      | Chamberlayne Dormitory                      |
| 160     | Chamberlayne Dormitory                      |
| 122     | Bay State Academy Secretarial School        |
| 125-127 | Page House Dormitory                        |
| 128-130 | Chamberlayne Junior School                  |
| 131     | Boston University Sorority House            |
| 135     | Chamberlayne Junior College                 |
| 151     | Commonwealth School                         |
| 175     | Church of Jesus Christ                      |
| 181     | Chamberlayne School Sorority House          |
| 196     | Hebron House                                |
| 203     | Medical Assoc. of Mass. Memorial Hospital   |
| 224     | Copley Manor Hospital, Inc.                 |
| 227     | Mass. Dental Society Building               |
| 242     | Newman Preparatory School                   |
| 251     | Boston Music School                         |



|     |                                |
|-----|--------------------------------|
| 253 | Tau Epsilon Phi Fraternity     |
| 263 | Boston's Children's Theatre    |
|     | Community Recreation Institute |
| 270 | Professional Medical Building  |
| 282 | Franklin Institute             |
| 284 | Saltman School of Modern Music |
| 297 | Jesuit Fathers                 |
| 311 | Medical Building               |
| 325 | Berkeley Dormitory             |
| 350 | Curry School of Dancing        |

COPLEY SQUARE

|     |                            |
|-----|----------------------------|
|     | Trinity Church             |
| 230 | Boston Public Library      |
| 330 | Dartmouth Medical Building |

DARTMOUTH STREET

|     |                 |
|-----|-----------------|
| 271 | Ecole Francaise |
|-----|-----------------|

MARLBOROUGH STREET

|     |                                          |
|-----|------------------------------------------|
| 1   | Katherine Gibbs School                   |
| 3   | Back Bay Finishing School                |
| 64  | First Church in Boston Unitarian         |
| 85  | Wyndham School                           |
| 86  | Morlimer Sarah Hall                      |
| 90  | Chamberlain School of Retailing          |
| 107 | Brooks Mary School                       |
| 163 | Enidcott Manor Dormitory                 |
| 199 | Boston University Lincoln Hall Dormitory |
| 245 | Newman Preparatory School                |
| 282 | Newman School Annex                      |
| 345 | Rittners School for Floral Design        |
| 397 | Kingsley School                          |
| 402 | Northeastern University Dormitory        |

MASSACHUSETTS AVENUE

|     |                         |
|-----|-------------------------|
| 6   | Mount Vernon Church     |
| 186 | Boston School of Ballet |
| 300 | Horticultural Hall      |



NEWBURY STREET

|     |                                          |
|-----|------------------------------------------|
| 15  | Immanuel Church of Boston                |
| 30  | Berlitz School of Languages              |
| 31  | Boston Art Festival                      |
| 33  | Advertiser's Fashion Model Guild         |
| 67  | Church of the Covenant                   |
| 75  | Independent Schools: Foundation of Mass. |
| 85  | Lamson School of Music                   |
| 91  | Chaloff School of Music                  |
| 116 | The Boston Reading Institute             |
| 123 | Kaneqis Art Gallery                      |
|     | Mott John School of Dancing              |
| 126 | Jesuit Fathers                           |
| 140 | Doll and Richs Art Gallery               |
| 150 | Bryant and Stratton School               |
| 162 | Guild of Boston Artists                  |
| 166 | Hirski Boris Gallery                     |
| 171 | WBCN Broadcasting                        |
| 176 | American Training Schools                |
|     | Newbury School of Business, Inc.         |
| 179 | Shore Galleries Art                      |
| 180 | First-Copley Methodist Church            |
| 200 | State Education Building                 |
|     | Mass. Dept. of Education                 |
| 201 | The Alexander House (Fraternity)         |
| 207 | Boston School of Modern Languages        |
| 226 | Shepard-Gill School of Practical Nursing |
| 284 | Berkeley School of Music                 |
| 320 | Boston Architectural Center              |
| 323 | Modern School of Fashion and Design      |
| 328 | American Red Cross                       |
| 334 | Newbury Club                             |

ST. BOTOLPH STREET

|     |                              |
|-----|------------------------------|
| 44  | Vesper George School of Arts |
| 56  | Boston Musician Association  |
| 145 | Charles E. Perkins School    |
| 166 | Dance Studio Riley Bill      |



NEIGHBORHOOD CHANGE, 1969

|         | Brighton-<br>Allston | Back Bay<br>Beacon Hill |     |
|---------|----------------------|-------------------------|-----|
| Better  | 3.1%                 | 11.3%                   | WPC |
|         | 2.7%                 | 10.8%                   | WPR |
| Worse   | 13.5                 | 12.7                    | WPC |
|         | 44.2                 | 46.1                    | WPR |
| Same    | 9.4                  | 6.8                     | WPC |
|         | 40.7                 | 32.4                    | WPR |
| Pro/Con | 0.0                  | 14.3                    | WPC |
|         | 0.0                  | 1.0                     | WPR |
| NA      | 14.3                 | 10.2                    | WPC |
|         | 12.4                 | 9.8                     | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harv-MIT Joint Center



SATISFACTION WITH NEIGHBORHOOD, 1969

|                | Brighton-<br>Allston | Back Bay<br>Beacon Hill |     |
|----------------|----------------------|-------------------------|-----|
| Unsatisfied    | 28.3%                | 26.5%                   | WPC |
|                | 28.3                 |                         |     |
|                | 14.5%                | 12.3%                   | WPR |
| Satisfied      | 47.8                 | 45.1                    | WPC |
|                | 11.2                 | 9.5                     | WPR |
| Very Satisfied | 22.1                 | 22.5                    | WPC |
|                | 7.8                  | 8.2                     | WPR |
| NA             | 1.8                  | 2.9                     | WPC |
|                | 5.9                  | 8.8                     | WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell

Source: 1969 Boston Area Study  
Harv-MIT Joint Center



RESPONDENT'S RATING OF PUBLIC SERVICES, 1969

|           | Trash Collection |         | Parks |         | Police |         | Schools |           |    |
|-----------|------------------|---------|-------|---------|--------|---------|---------|-----------|----|
|           | B.A.             | Back B. | B.A.  | Back B. | B.A.   | Back B. | B.A.    | Back Bay. |    |
| Very Good | 31.9%            | 22.5%   | 9.7%  | 9.8%    | 11.5%  | 25.5%   | 9.7%    | 3.9%      | WP |
|           | 10.8             | 6.9     | 12.0  | 10.9    | 7.2    | 14.4    | 7.6     | 2.8       | WP |
| Good      | 47.8             | 46.1    | 20.4  | 31.4    | 31.9   | 32.4    | 20.4    | 14.7      | WP |
|           | 11.3             | 9.9     | 11.0  | 15.3    | 9.9    | 9.1     | 7.2     | 4.7       | WP |
| Fair      | 13.3             | 19.6    | 10.6  | 11.8    | 25.7   | 14.7    | 15.0    | 23.5      | WP |
|           | 11.1             | 14.8    | 5.1   | 5.1     | 11.6   | 6.0     | 7.7     | 10.9      | WP |
| Poor      | 2.7              | 8.8     | 32.7  | 31.4    | 22.1   | 13.7    | 21.2    | 22.5      | WP |
|           | 4.3              | 13.0    | 10.9  | 9.4     | 14.9   | 8.3     | 14.9    | 14.3      | WP |
| NA        | 4.4              | 2.9     | 26.5  | 15.7    | 8.8    | 13.7    | 33.6    | 35.3      | WP |
|           | 12.2             | 7.3     | 16.9  | 9.0     | 10.6   | 14.9    | 18.3    | 17.3      | WP |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weighted per row, i.e. percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study,  
Harv-MIT Joint Center.



PERSONAL CONTACT WITH CRIME IN THE PAST YEAR:  
TYPE OF CRIME (ALL MENTIONS), 1969

|                 | Brighton-<br>Allston | Back Bay<br>Beacon Hill |            |
|-----------------|----------------------|-------------------------|------------|
| House           | 17.6%<br>13.6%       | 25.5%<br>18.2%          | WPC<br>WPR |
| Robbery, Person | 15.7<br>16.0         | 23.4<br>22.0            | WPC<br>WPR |
| Mailbox robbed  | 5.9<br>13.0          | 10.6<br>21.7            | WPC<br>WPR |
| Property damage | 11.8<br>12.2         | 14.9<br>14.3            | WPC<br>WPR |
| Damage to house | 15.7<br>27.6         | 2.1<br>3.4              | WPC<br>WPR |
| Hit and run     | 2.0<br>9.1           | 0.0<br>0.0              | WPC<br>WPR |
| People attack   | 7.8<br>23.5          | 6.4<br>17.6             | WPC<br>WPR |
| Car stolen      | 19.6<br>18.2         | 6.4<br>5.5              | WPC<br>WPR |
| Sex offense     | 3.9<br>25.0          | 10.6<br>62.5            | WPC<br>WPR |
| Other           | 0.0<br>0.0           | 0.0<br>0.0              | WPC<br>WPR |
| NA              | 0.0<br>0.0           | 0.0<br>0.0              | WPC<br>WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harv-MIT Joint Center



PERSONAL CONTACT WITH CRIME IN THE PAST YEAR, 1969

|              | Brighton-<br>Allston | Back Bay<br>Beacon Hill |            |
|--------------|----------------------|-------------------------|------------|
| 1            | 48.3%<br>10.9%       | 62.5%<br>15.5%          | WPC<br>WPR |
| 2            | 24.1<br>16.3         | 28.1<br>20.9            | WPC<br>WPR |
| 3            | 10.3<br>60.0         | 9.4<br>13.6             | WPC<br>WPR |
| 4            | 10.3<br>60.0         | 0.0<br>0.0              | WPC<br>WPR |
| 5            | 0.0<br>0.0           | 0.0<br>0.0              | WPC<br>WPR |
| 6            | 3.4<br>100.0         | 0.0<br>0.0              | WPC<br>WPR |
| 7            | 0.0<br>0.0           | 0.0<br>0.0              | WPC<br>WPR |
| 8 or<br>more | 0.0<br>0.0           | 0.0<br>0.0              | WPC<br>WPR |
| NA           | 3.4<br>20.0          | 0.0<br>0.0              | WPC<br>WPR |

WPC = Weight per column, i.e., percent of column to be found in that cell.

WPR = Weight per row, i.e., percent of Boston total to be found in that cell.

Source: 1969 Boston Area Study  
Harv-MIT Joint Center



TABLE V

CHARACTERISTICS OF CHRISTIAN SCIENCE CHURCH PROPERTIES.

Total properties owned: 670,104 sq. ft.

Assessed Land Value: \$ 2,919,200

Assessed Building Value: 5,188,700

Total Assessed Value: \$ 8,107,900

Total number of parcels: 87

Vacant 3

Improved 84

Residential 62

Commercial 16

Institutional 5

Park 1

Source: Data provided by the Boston Redevelopment Authority.



# RETAIL STATISTICS FOR THE AREA

|                          | 1963               |                   |                     | 1958               |                   |                     |
|--------------------------|--------------------|-------------------|---------------------|--------------------|-------------------|---------------------|
|                          | Estabish-<br>ments | Sales<br>(\$1000) | Payroll<br>(\$1000) | Estabish-<br>ments | Sales<br>(\$1000) | Payroll<br>(\$1000) |
| <u>SMSA</u>              |                    |                   |                     |                    |                   |                     |
| Total Retail             | 20,619             | 3,819,070         | 491,926             | 23,341             | 3,247,521         | NA                  |
| 1st= food stores         | 4,057              | 946,353           | 77,692              | 5,287              | 836,907           | NA                  |
| 2d = auto dealer         | 849                | 587,056           | 58,500              | 889                | 445,845           | NA                  |
| <u>Boston</u>            |                    |                   |                     |                    |                   |                     |
| Total Retail             | 6,628              | 1,190,875         | 180,922             | 8,555              | 1,240,975         | 173,654             |
| 1st= grl Mchdse          | 182                | 254,180           | 47,797              | 305                | 242,598           | 44,010              |
| 2d = food stores         | 1410               | 235,588           | 19,961              | 1989               | 247,131           | 18,095              |
| <u>CBD</u>               |                    |                   |                     |                    |                   |                     |
| Total Retail             | 1,333              | 406,836           | 80,110              | 1,486              | 403,383           | 73,333              |
| 1st= Grl Mchdse          | 47                 | 205,436           | 41,412              | 64                 | 201,702           | 38,788              |
| 2d = Eating,<br>drinking | 382                | 54,199            | 43,040              | 432                | 49,183            | 12,144              |

Source:  
1963 Census of Business



CHANGE IN RETAIL SALES FROM 1958 TO 1963

|        | Apparel,<br>Accessory<br>Stores | General Mer-<br>chandise Group<br>Stores | Furniture,<br>Home Furnishing<br>and Equipment<br>Stores |
|--------|---------------------------------|------------------------------------------|----------------------------------------------------------|
| SMSA   | 5%                              | 33%                                      | 15%                                                      |
| Boston | -11                             | 5                                        | -13                                                      |
| CBD    | - 9                             | 2                                        | - 4                                                      |
|        |                                 |                                          |                                                          |

RETAIL SALES (IN MILLIONS)

|        | 1958     | 1963     | Percent Change |
|--------|----------|----------|----------------|
| SMSA   | \$ 3,248 | \$ 3,819 | 18%            |
| Boston | 1,241    | 1,191    | -4             |
| CBD    | 403      | 407      | 1              |

Source: 1963 Census of Bus.



PAST TRENDS AND FORECAST OF DEPARTMENT STORE SALES IN THE  
BOSTON SMSA AND CBD

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|                                 | <u>1954</u> | <u>1958</u> | <u>1962</u> | <u>1970</u> |
|---------------------------------|-------------|-------------|-------------|-------------|
| SMSA Sales (000)                | \$285,522   | \$314,519   | \$364,270   | \$457,670   |
| CBD Sales (000)                 | \$198,885   | 189,260     | 191,114     | \$228,835   |
| CBD Sales as % of<br>SMSA Sales | 69.7%       | 60.1%       | 52.5%       | 50.0%       |
| SMSA Population(000)            | 2,458       | 2,546       | 2,662       | 2,991       |
| Per Capita O/S Exp.             | \$116       | \$124       | \$137       | \$153       |



PRIVATE INVESTMENT FORECAST: 1967 - 1977

By District.

|                                             |              |
|---------------------------------------------|--------------|
| Commonwealth-Beacon Area                    | § 30,000,000 |
| Boylston-Newbury Area                       | 28,000,000   |
| Stuart-St. James Area                       | 110,000,000  |
| St. Botolph Area                            | 2,000,000    |
| Prudential Center Completion                | 50,000,000   |
| Christian Science Church Develop-<br>ment.  | 85,000,000   |
| Boylston-Park Square<br>(east of Arlington) | 20,000,000   |

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TOTAL: § 325,000,000

By Type of Use.

|                              |                          |
|------------------------------|--------------------------|
| Apartments and Residence-New | 115,000,000              |
| -Rehabilitated               | 10,000,000               |
| Offices                      | -New 95,000,000          |
|                              | -Rehabilitated 3,000,000 |
| Retail                       | -New 16,000,000          |
|                              | -Rehabilitated 4,000,000 |
| Hotels                       | -New 4,600,000           |
| Parking and Other            | -New 20,000,000          |
| Air Rights Develop-<br>ment. | - 60,000,000             |

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TOTAL (Rounded) §325,000,000



# RETAIL STORES BY KIND IN ALLSTON SHOPPING CENTER

|                                                     | % in<br>1946 | % in<br>1960 | % in<br>1965 |
|-----------------------------------------------------|--------------|--------------|--------------|
| Conversion to non retail                            | 5%           | 9%           | 13 %         |
| Retail slum (factory outlet,<br>pawn shop, 2d hand) | -            | 1            | 4            |
| Non-shopper oriented Services<br>and bulk goods     | 1            | 3            | 4            |
| Traffic oriented business                           | -            | 1            | 1            |
| Food and drink                                      | 10           | 12           | 14           |
| Convenience services (barber)                       | 19           | 19           | 19           |
| Neighborhood convenience<br>goods                   | 27           | 20           | 14           |
| Independent shopper oriented<br>services            | 5            | 9            | 11           |
| Secondary shopping goods<br>(florist, camera)       | 13           | 9            | 7            |
| Primary shopping goods<br>(supermarket, dept store) | 17           | 17           | 11           |
| Recreation                                          | 2            | -            | -            |

Source: Allston Center



SATISFACTION OF RESIDENTS WITH ALLSTON SHOPPING CENTER, 1965

|                  | Good | Fair  | Poor  | No Opinion |
|------------------|------|-------|-------|------------|
| Parking          | 8.4% | 19.0% | 62.2% | 10.4%      |
| Service          | 51.2 | 28.2  | 10.8  | 9.8        |
| Appearance       | 21.5 | 36.7  | 34.4  | 7.4        |
| Variety of goods | 34.0 | 43.0  | 16.5  | .5         |
| Prices           | 35.8 | 57.0  | 6.5   | 10.7       |
| Convenience      | 55.3 | 22.4  | 17.7  | 4.6        |

Source: Allston Center



FREQUENCY OF USE OF NEIGHBORHOOD STORES BY RESIDENTS:  
ALLSTON, 1965

|                      | Rarely or never | Some of the time | Most of the time |
|----------------------|-----------------|------------------|------------------|
| Groceries            | 42.2%           | 20.0%            | 37.8%            |
| 5¢ and 10¢ Store     | 43.0            | 40.7             | 16.3             |
| Clothing             | 67.8            | 28.1             | 4.1              |
| Hardware, appliance  | 48.4            | 37.4             | 14.2             |
| Personal serv (dent) | 47.8            | 21.2             | 3.7              |
| Restaurant or bar    | 84.7            | 11.6             | 3.7              |

Source: Allston Shopping Center



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